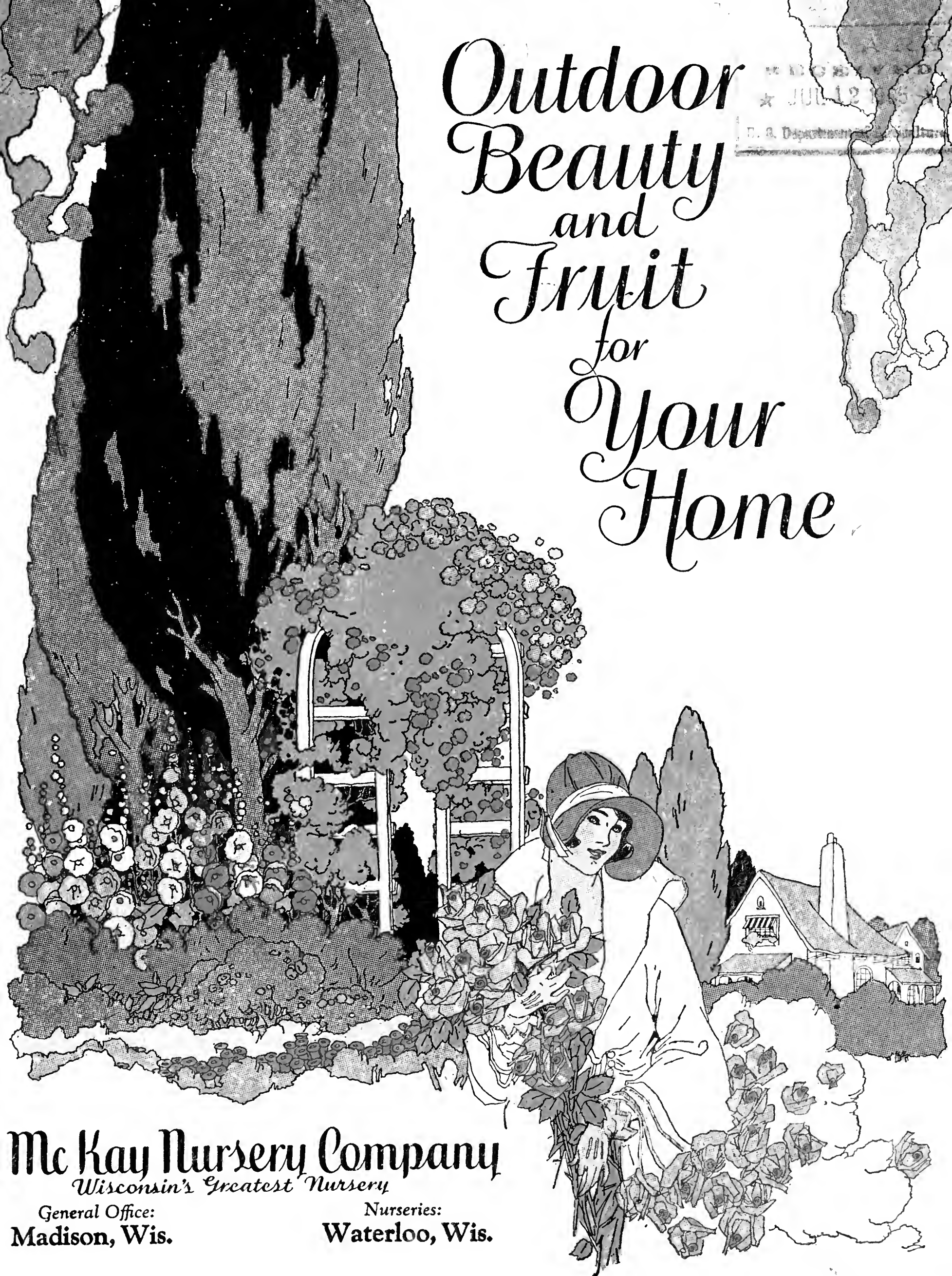


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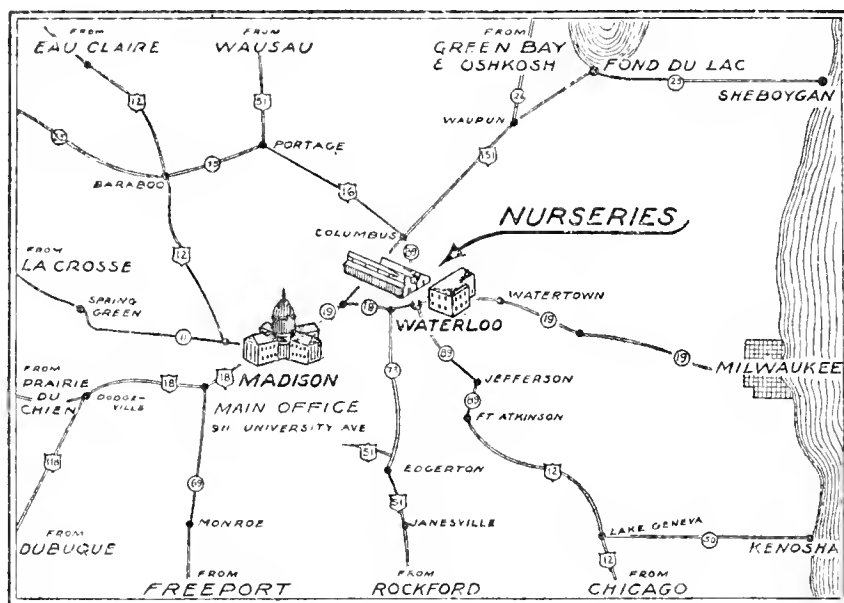
Outdoor Beauty and Fruit for Your Home



Mc Kay Nursery Company
Wisconsin's Greatest Nursery

General Office:
Madison, Wis.

Nurseries:
Waterloo, Wis.



All Highways Lead to Our Nurseries at Waterloo,
Wisconsin. They are Worth Seeing.



W. G. McKay, President and Manager.

A Personal Message from Our President

THE McKay Nursery Company presents this Catalog in commemoration of almost two score years of service to hundreds of thousands of Patrons who have learned by experience that McKay trees, plants, shrubs and evergreens always represent the very highest quality that ideal growing and packing conditions can produce.

Our nursery of over 200 acres located at Waterloo, Wisconsin, affords growing conditions ideal in developing stock particularly adapted to the rigorous climatic conditions of the Northwest. The quality of the soil found there is suited perfectly to producing a solid, firm texture of wood with abundant fibrous roots. Lasting satisfaction for the purchaser of McKay stock is the inevitable result.

We invite you to study each page of this Catalog carefully, to consult with our representatives who serve practically all communities in this section of the country, to visit our nurseries at Waterloo, Wisconsin, or our general offices and to order such nursery stock as you may require with the assurance that your investment is economical and sound.

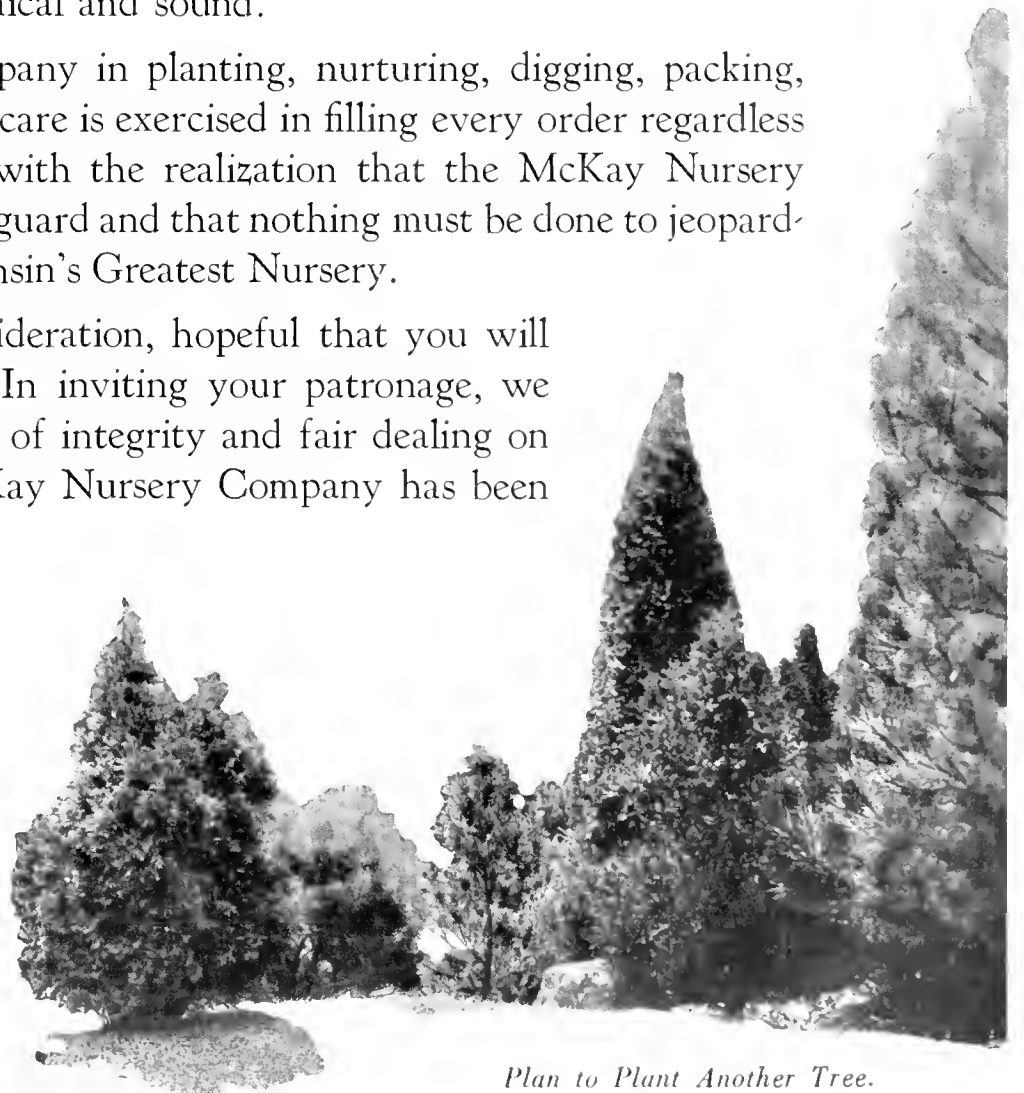
Service is the watchword of this Company in planting, nurturing, digging, packing, shipping and delivering stock. Painstaking care is exercised in filling every order regardless of its size. This policy is pursued faithfully with the realization that the McKay Nursery Company has a valuable reputation to safeguard and that nothing must be done to jeopardize the standing of this Company as Wisconsin's Greatest Nursery.

We present this Catalog for your consideration, hopeful that you will find it interesting, helpful and valuable. In inviting your patronage, we re-affirm our allegiance to those principles of integrity and fair dealing on which the consistent progress of the McKay Nursery Company has been built down through the years.

Sincerely yours,

W. G. McKay

President.



Plan to Plant Another Tree.



The HOME BEAUTIFUL

HOME OWNERSHIP

The love of home is universal—a popular theme in song and story down through the ages. There is no more worthy ambition than the ambition to own one's home and to make home life happier, more wholesome, more enjoyable by the beautification of the home grounds. Home is where we spend our happiest hours. Hence the marked trend in American life of making homes more beautiful both inside and out—of developing homes that will live everlastingly in the lives of those reared in their environs.

PRIDE

Each year during the past decade has experienced an increasing consciousness of the importance of proper planting on the part of American home owners. Unquestionably the decade ahead will register still greater strides in the same direction. Today the home grounds receive justified consideration comparable with that given to the interior of the dwelling. Our friends see our living room. Everybody sees our home grounds. Genuine pride in home ownership, therefore, is scarcely possible without a home environment that has been properly, attractively planted.



SOCIAL VALUE

Man is judged very often by the clothes he wears. The home, whose innermost recesses are not observable by the public generally, makes its impression by the clothes it wears, too, by its exterior appearance, in a large measure by its planting. When one takes a Sunday drive, invariably attention is attracted, as one drives about, to the home whose grounds reflect the owner's thoughtfulness and care. Whether a home is located in the city or in the country, whether it is a mansion or a modest dwelling, few things about that home can enhance its social value to the owner like a well arranged planting of well selected nursery stock in thriving condition.

On these pages and throughout this catalog you will find photographs of homes which are planted with hardy northern grown nursery stock—stock that grew, and was developed to add new beauty to these homes and to make these pictures possible. Are your home grounds as beautiful as you would like to have them? Perhaps you would like to have us work with you helpfully in planning for the planting of a part or all of your property, and in providing the stock necessary for the execution of the plan prepared. You are assured that any such service you may call upon us to render will be reliable, efficient and reasonable in cost.

Notice in these photographs that in each instance the planting materials were arranged so as to enhance the beauty of the property most effectively and thus add to its charm and artistic appearance.



"It's Not a Home Until It's Planted"



FAMILY ENVIRONMENT

Next to heredity, admittedly the home environment exerts the greatest influence in moulding the character, the habits and the temperament of a growing family. When the boy or girl is growing up, he pays little attention to the impressions of the home environment. When he is grown, however, he is indebted immeasurably to the correct influences that his parents made possible for him

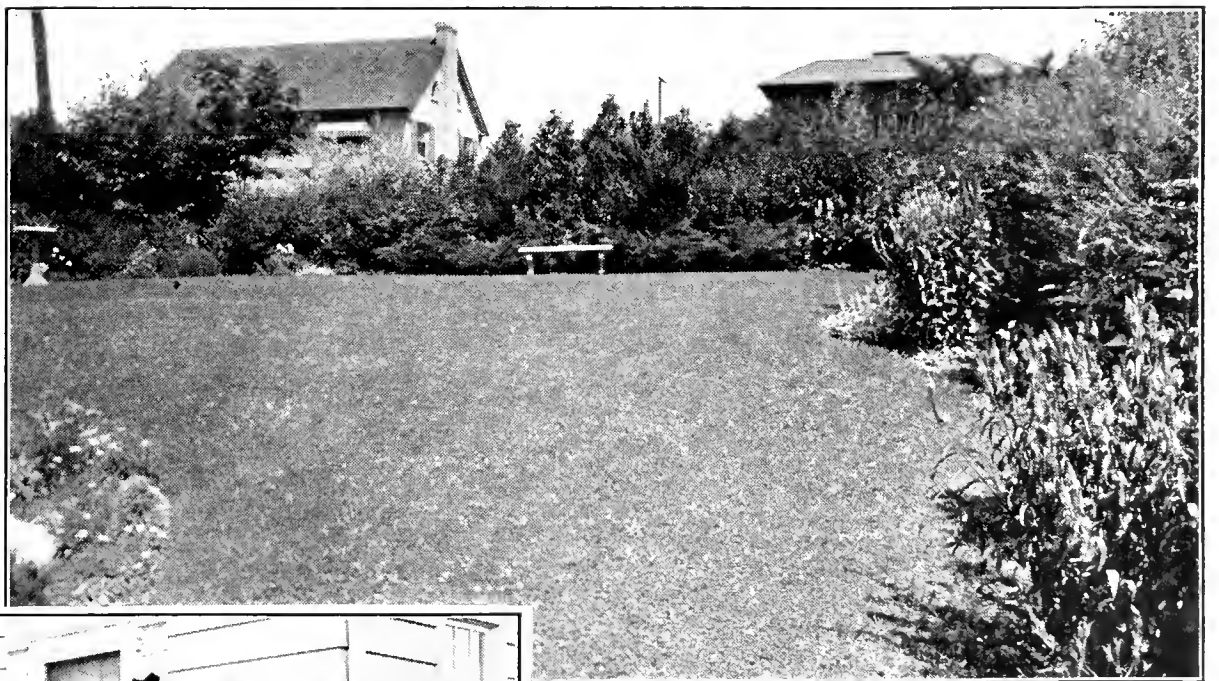
to enjoy. While the planting of the home grounds adds value to a property far in excess of the actual expenditure involved, and while the planting investment pays handsome dividends in the pleasure and the relaxation it affords, the influence of home planting on the lives of the children should not be overlooked. Fortunate is the child who spends his impressionable years amid the beauty of trees, plants, flowers and growing things. Nature's handiwork leaves an indelible stamp upon his character.



Note the charming effects created in the foundation planting of the house above. Specimen evergreens together with a few carefully selected shrubs, are used to soften the lines of the house.

The outdoor living room, pictured to the right, is the outstanding feature in today's landscape development. This planting, grown to full maturity, gives its owner a wealth of enjoyment and satisfaction.

The evergreen setting, on either side of the door, pictured below, makes it distinctive and inviting. A feeling of warmth on the part of the owner is transmitted to his guests.



A SAFE INVESTMENT

There is no possible chance of loss when an investment is made in high grade nursery stock. Of course nursery stock that doesn't grow is expensive at any price. But McKay Nursery stock is the very finest stock that can be grown. No similar home investment yields as much pleasure. Equally important is the fact that no similar investment can possibly add as much to the resale value of a property. Even a few shade trees planted on a treeless property add immensely to its value, a value which the planting increases from year to year. A well planted home makes a lasting first impression on the prospective purchaser. Many an ordinary home has been sold at a fancy price because of the attractiveness of the well planted grounds.

SUMMARY

The home owner may well feel proud of a well planted home which is a credit to his community as well. The social and monetary value of the home is increased greatly by proper planting. Property values are increased out of proportion to the cost involved. Attractive planting adds to the joy of living and helps provide a wholesome environment for the children whose value cannot be measured.

There's no place like home. Make your home more beautiful, more valuable in every way by planting hardy, northern grown stock from Wisconsin's Greatest Nursery.

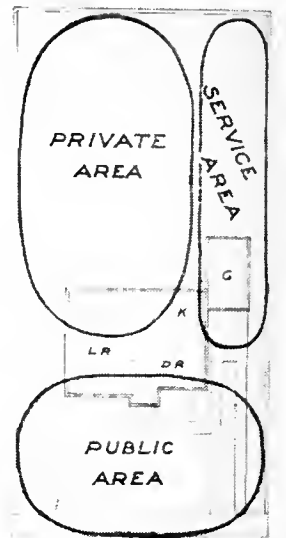


This Catalog will Help You to Improve Your Home Grounds

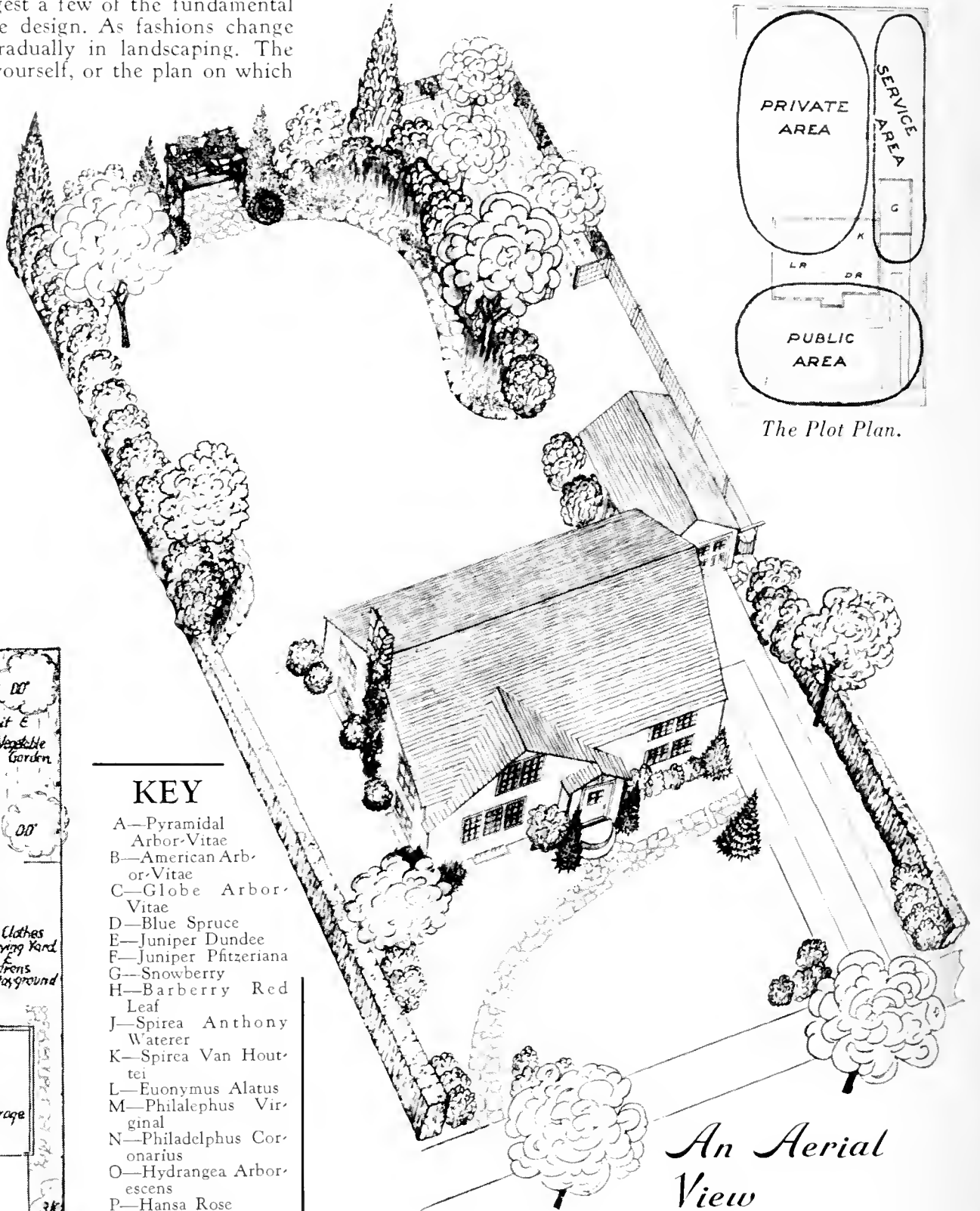
The purpose of this page is to suggest a few of the fundamental characteristics of the modern landscape design. As fashions change in other arts, so do styles change gradually in landscaping. The landscape plan that you might design yourself, or the plan on which our representative might lend his assistance, logically would divide the property to be landscaped into three areas, commonly known as the public, the private and the service area.

PUBLIC AREA

The landscaping of the public area is concerned with that part of the property ordinarily in front of the house, that part of the property which is open to public view. The simplest and usually the most artistic planting for that part of the grounds is a foundation planting of shrubs or evergreens about the house. Its purpose is to dress up the home most effectively for public view. Of course, a few shade trees usually are necessary for street and lawn planting. Possibly there is just the place for a specimen evergreen or for a small flowering



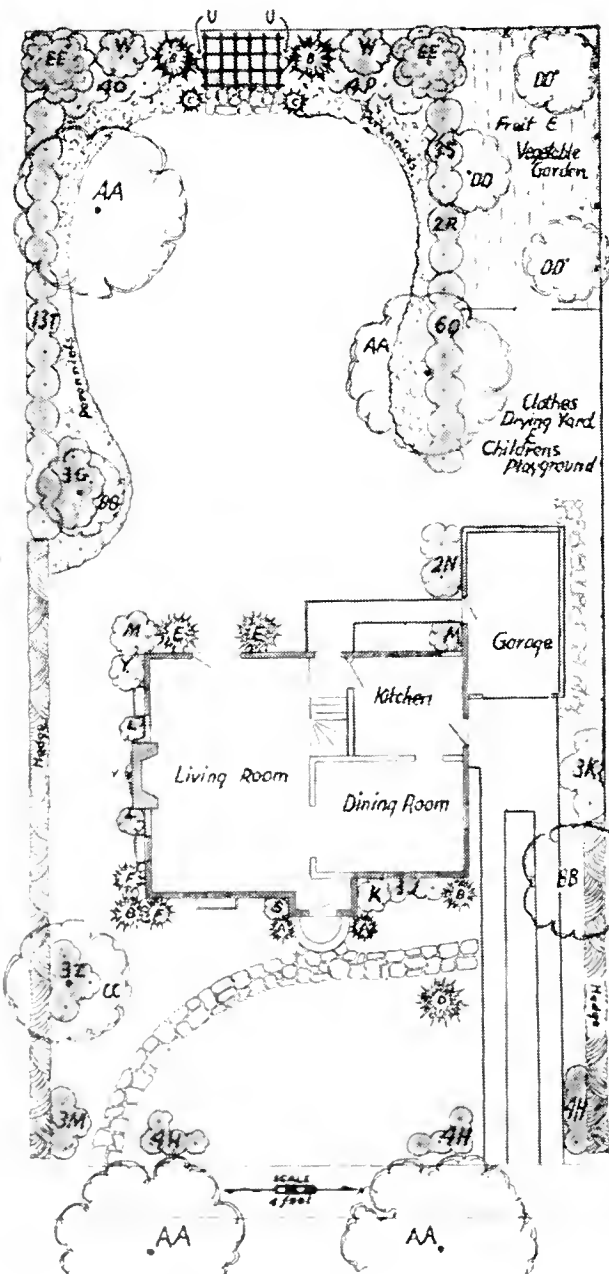
The Plot Plan.



An Aerial View

KEY

- A—Pyramidal Arbor-Vitae
- B—American Arbor-Vitae
- C—Globe Arbor-Vitae
- D—Blue Spruce
- E—Juniper Dundee
- F—Juniper Pfitzeriana
- G—Snowberry
- H—Barberry Red Leaf
- J—Spirea Anthony Waterer
- K—Spirea Van Houttei
- L—Euonymus Alatus
- M—Philadelphus Virginal
- N—Philadelphus Coronarius
- O—Hydrangea Arbor-escens
- P—Hansa Rose
- Q—Viburnum Americanum
- R—Viburnum Lantana
- S—Viburnum Dentatum
- T—Persian Lilac
- U—Trumpet Vine
- V—Ivy
- W—Honeysuckle, Pink Tartarian
- X—Grape (Tame)
- Y—Prunus Triloba
- Z—Honeysuckle, Morrowi
- AA—Vase Elm
- BB—Mountain Ash
- CC—Flowering Crab
- DD—Fruit Trees
- EE—Bolleana Poplar



The Landscape Plan.

ornamental tree. A living Christmas tree planted near the house will add year-round beauty and provide a permanent tree for holiday decorations.

SERVICE AREA

The planning and planting of the service area are concerned with the location of the walks and drives, the garage, clothes drying area, the vegetable garden, children's playground and similar spaces. Walks and drives will be arranged most advantageously so that the lawn will not be disfigured. Good vistas should be capitalized upon. The plan will call for the use of every square foot of ground most effectively. It is well to compute the cost of a lot on a square foot basis to lend appreciation to the importance of making the best possible use of every bit of space.



PLAN BEFORE YOU PLANT

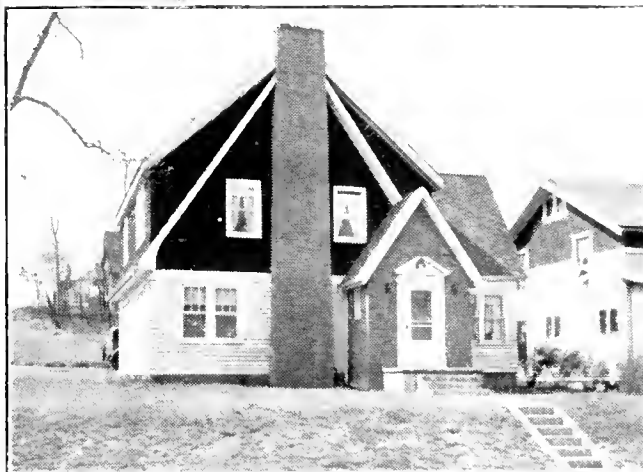


KEY

- A Juniper Columnaris
- B Mugho Pine
- C Juniper Cannarti
- D Juniper Pfitzeriana
- E American Arbor-Vitae
- F Spirea Van Houttei
- G Climbing Rose

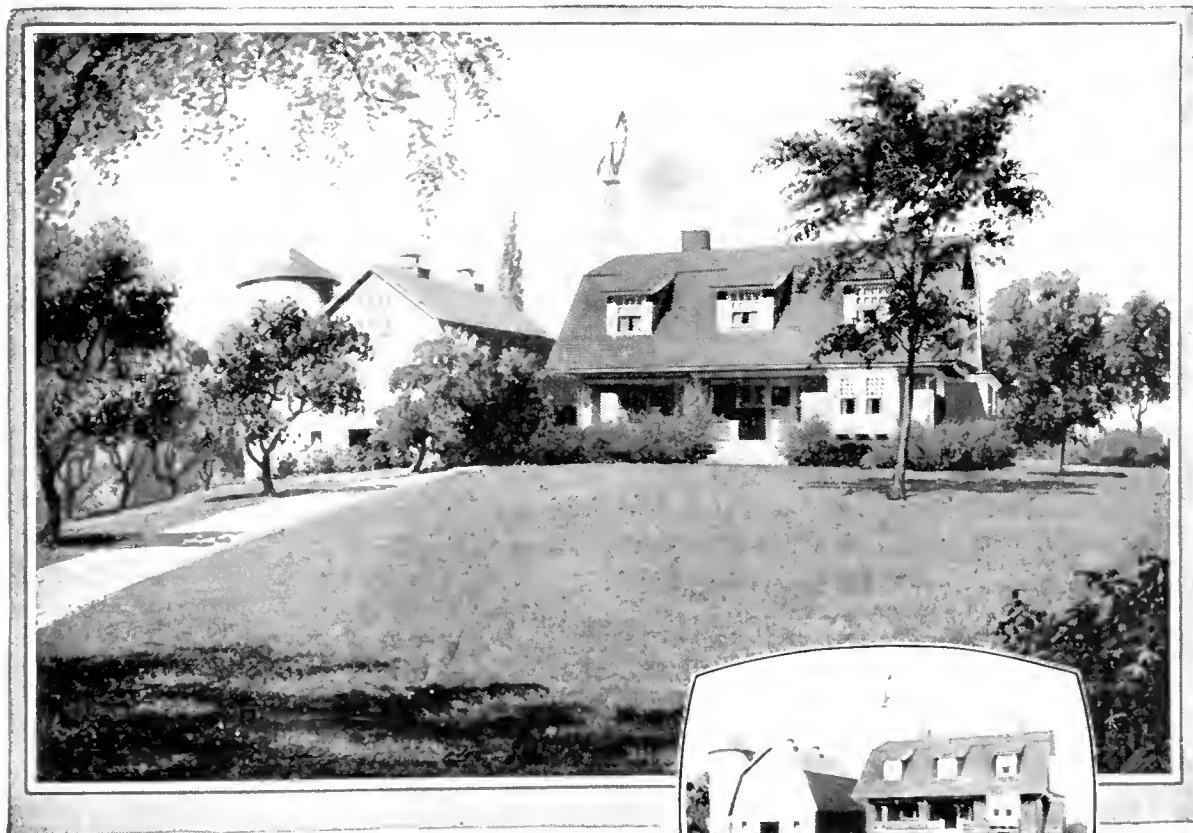
PRIVATE AREA

The old back yard has become the modern outdoor living room. In the old days the back yard too frequently was merely a dumping ground, unadorned and for the most part neglected. It presented far from a pleasing appearance from the rear windows of the house. Today, however, the outdoor living room, as the name indicates, represents an extension of the indoor living room out-of-doors. It is the home owner's solution to the problem of how to make his property most valuable and how to get the most enjoyment from it, realizing, as most home owners do, that the charm of flowering plants, tastefully arranged, is irresistible. All members of the family spend countless hours of pleasure and relaxation in the outdoor living room. It will probably be enclosed with walls of living green, for the foliage of living plants, both deciduous and evergreen, offers infinite variety



McKAY'S
Landscape
Department
is
Complete
and
Up-To-Date

in the color and texture of the foliage. Unsightly views in the surroundings, if they exist, may be screened out with larger shrubs and trees. Advantage will be taken of desirable views with the arrangement of lower plantings. Hardy bulbs and flowers will be planted along the borders to provide additional color and fragrance. Comfortable shade, welcome spring blossoms and delicious fruit will be provided by well located shade and fruit trees. Finally, the turf will add the green carpet and the blue sky the ceiling for your inviting outdoor living room, one of the most valuable assets of the well planted home.



A beautifully planted farm home, the pride of its owner.



OUR LANDSCAPE DEPARTMENT WILL HELP YOU

Our Landscape Department is in charge of an experienced Landscape Architect and is thoroughly qualified to consider your planting problems and to help you select the proper trees and shrubs for the right places. As pioneers in the nursery business in Wisconsin, we are called upon each year to help and advise thousands of home owners with their planting problems. Our advice continues to be available whether you have a large home or a small home, an old home or a new home, or whether you are concerned with only a doorway planting.

It is well to bear in mind that it is just as essential to have a good landscape plan for the home grounds as it is to have a plan for the construction of the dwelling itself. The right landscape plan, developed by this Department, will assure you of a proper planting for your home.



McKAY'S Beautiful Shrubs

Charming effects are quickly obtainable with ornamental shrubs that become increasingly beautiful with the years. The grace of shrubbery augmenting the beauty of the home grounds is an invaluable asset. With a judicious selection of plantings, it is easily possible to attain a continuous succession of blossoms from early spring until late fall.

In the descriptions we have indicated the height of the shrub at maturity, the time of its blooming and the color of its flowers. For example: "3 to 4 ft." indicates that the height at maturity will be between 3 and 4 feet.

Almond - *Amygdalus*

Double Pink Flowered. 3 to 4 ft. Symmetrical, upright shrubs literally weighted down in May with double, roselike blossoms.

Double White Flowered. 3 to 4 ft. Produces beautiful double, white flowers in May.

Amelanchier

Canadensis. Commonly called Juneberry or Downy Shadblow. A large shrub, growing 10 to 15 feet high with attractive white flowers in early spring, followed by dark red fruit which attracts the birds.

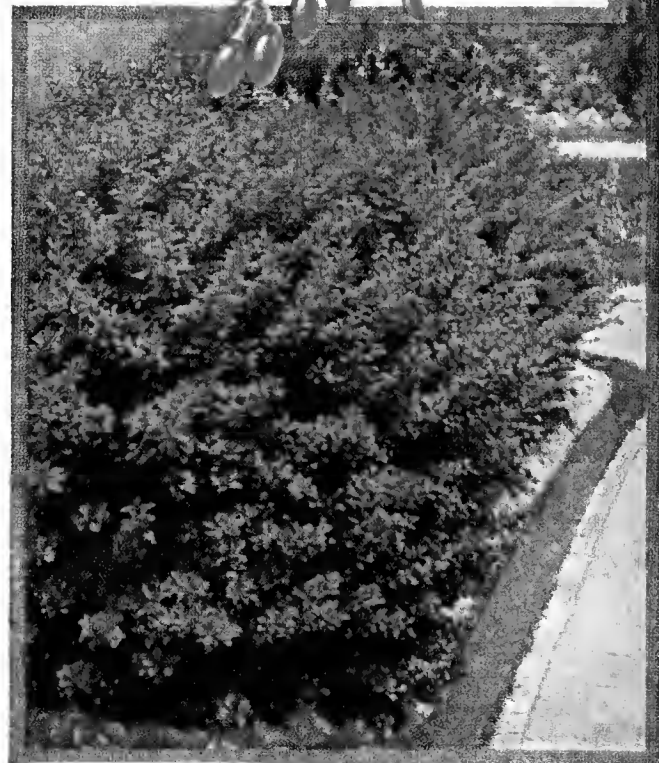
Aralia

Pentaphylla (*Acanthopanax pentaphyllum*). 5 to 10 feet high when full grown. Upright, prickly branches with luxuriant glossy foliage. One of the best shrubs for shady places, rocky banks and adverse city conditions.

Spinosa (*Hercules' Club*). 10 to 15 ft. A tall shrub with prickly stems and tropical-looking, compound foliage. Immense panicles of creamy white flowers in August followed by dark purple berries. Excellent for backgrounds in landscape planting.



Beauty Bush.



Red-Leaved Barberry. Colorful—Magnificent.

Aronia

Arbutifolia (Red Chokeberry). A rather large shrub with small, white flowers in May, followed by bright red berries. Foliage turns red in fall. Very attractive.

Melanocarpa (Black Chokeberry). Similar to *Aronia Arbutifolia* except it is a much slower grower and has black berries instead of red.

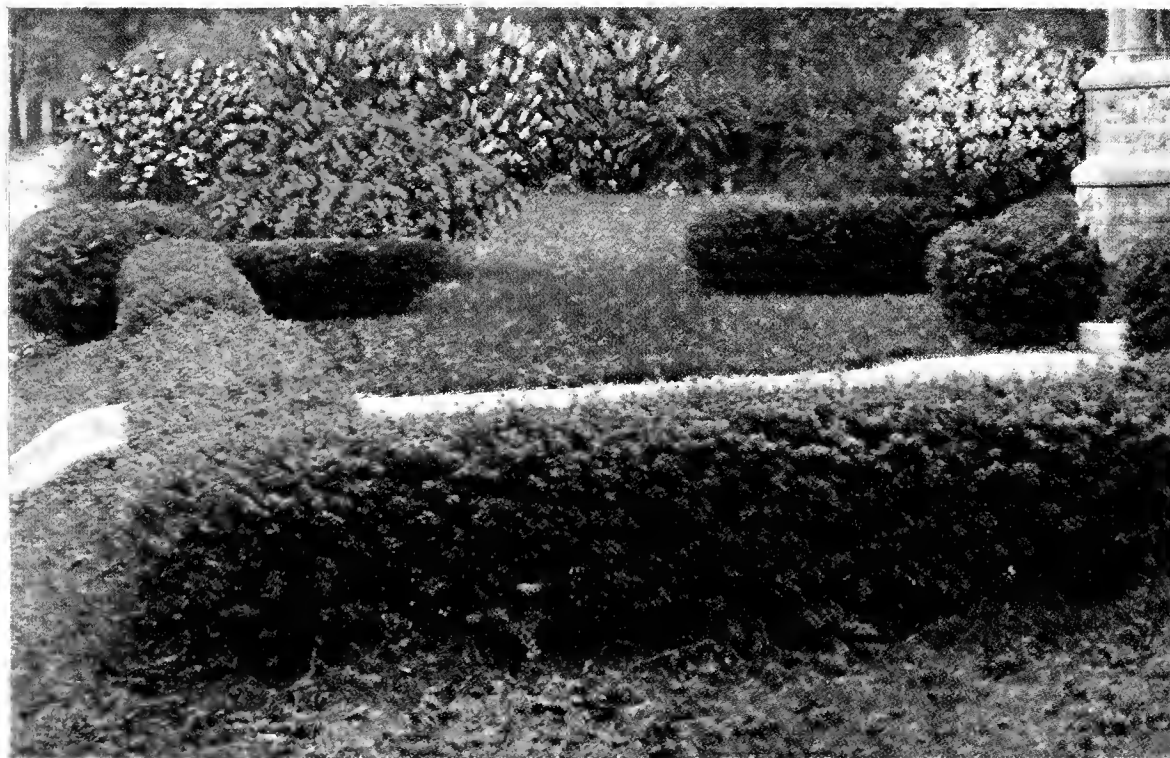
Beauty Bush - *Kolkwitzia*

Amabilis. The gracefulness, free-blooming qualities and hardiness of this Chinese plant makes it worthy of an important place in American gardens. Central branches stand upright to a height of six to eight feet and its outer growth arches out and down to the ground, bearing leafy stems laden with clusters of deep pink flowers with yellowish brown throats.

Berberis - Barberry

Red Leaf Barberry (*Atropurpurea*). Similar to *B. Thunbergi* in all respects except that the foliage is of a fiery red color. Excellent for contrast in the shrubbery border. A new and perfectly hardy introduction. Plant in full sun for best results.

Thunberg's Barberry (Japanese). 2 to 3 ft. Of low, spreading growth, forming a dense bush. The twiggy branches are covered with brilliant scarlet berries. The foliage takes a splendid autumn coloring of gold and scarlet. This variety is immune from disease and does not carry rust to wheat. Very good for low hedge.



Thunberg's Barberry (Trimmed).



Hydrangea Paniculata Grandiflora.

Buckthorn - Rhamnus

Common Buckthorn (Catharticus). 4 to 6 ft. June-July. One of the best plants for ornamental hedges. The dark green leaves are attractive throughout the season. Flowers small and inconspicuous. Branches are thorny. It stands shearing well and is easily trimmed to any desired height and form.

Glossy Buckthorn (Frangula). A shrub similar to the Common Buckthorn, but grows somewhat slower.

Cydonia; Pyrus Japonica - Quince

As single shrubs on the lawn they are very attractive, and for the edges of borders or groups of trees they are specially adapted.

Japan Quince. 5 to 8 ft. Has bright scarlet-crimson flowers in great profusion in the early spring.

Cornus - Dogwood

Hardy and vigorous shrubs, thriving best in moist, fertile soils. In addition to the showy flowers and fruits, which characterize most of the species, they are very attractive in winter on account of the brilliant colors of the bark of the young shoots and twigs.

Paniculata (Gray Dogwood). Compact growing, 6 to 15 ft. in height, and very useful for screening purposes. White flowers in profusion in June; white berries on red stems later. Bark and under side of the leaves gray, giving rise to the name.

Yellow Dogwood (Lutea var. flaviramea). Bright yellow bark in winter; particularly effective planted with the Red-Branched Dogwood.

Siberian Dogwood (Alba). Red-branched. 5 to 6 ft. A strong grower with erect and stout, bright red branches. Used for shrubbery and for winter effects.

Stolonifera. 6 to 10 ft. A hardy shrub with bright red branches in winter. Fragrant clusters of white flowers in June followed by white berries.

Variegated Leaved (Elegantissima var.). 4 to 5 ft. This variety of the well known Red Dogwood has silver margined leaves, which render it a very showy shrub.

Cotoneaster

Acutifolia. 4 to 5 ft. A dense growing shrub with dark green, glossy, oval leaves. The best hedge plant for the Northwest. Perfectly hardy and resembles privet. It is the coming hedge plant where privet is not hardy.

Wilsoni. A reasonably hardy Cotoneaster, with foliage similar to the Acutifolia, but more spreading in habit.

Elder - Sambucus

Common Elder (Canadensis). 8 to 12 ft. A large, spreading bush with handsome foliage. The white flowers in June and July are borne in flat cymes. They are followed by black fruits in August and September.

Cut Leaved Elder (Laciniata). 5 to 9 ft. A valuable variety with elegantly divided leaves. Of drooping habit and one of the handsomest shrubs in cultivation.



Forsythia.

Golden Elder (Aurea). 8 to 15 feet. Bright golden yellow leaves, the color being distinct and permanent all summer. Of vigorous, spreading habit. One of the best golden foliaged shrubs.

Deutzia

The showy flowers and ease of culture make the Deutzia extremely popular for the shrub border. It will grow in almost any well drained soil but should not be planted north in exposed positions.

Gracilis. A neat, dense little bush, rarely over 2 ft. high, that blooms in May, wreathing its drooping branches with pure white flowers.

Lemoinei. 2 to 3 ft. The branches are entirely covered with erect panicles of large, snow-white flowers, quite distinct from all other Deutzias, and one of the best varieties. Hardy.

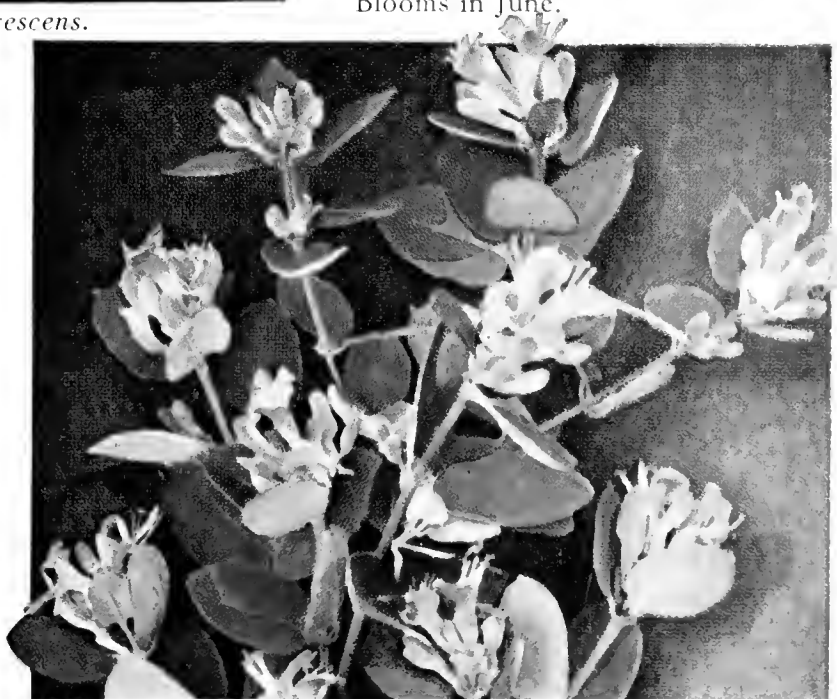
Pride of Rochester. 6 to 8 ft. Blooms in May, earlier than the other varieties. Very free blooming, flowers double, white, tinged with rose on the outside. In some localities should be given winter protection.

Elaeagnus - Oleaster

Russian Olive (Angustifolia). A very hardy and handsome species that in some sections forms a small tree, 12 to 15 ft. high. The leaves are particularly handsome, willow-like, and a rich, silvery white. The flowers are small, golden yellow and very fragrant, followed by yellow fruits, which are covered with silvery scales. Blooms in June.



Hydrangea Arborescens.



Pink Tartarian Honeysuckle.



Euonymus

(Strawberry or Spindle Tree)

Cork Barked Euonymus (Alatus). 6 to 8 ft. Of dwarf, compact habit; branches four-winged; leaves small; fruit red. A most beautiful shrub in the fall when foliage turns bright scarlet.

Burning Bush; Wahoo (Atropurpureus). 6 to 10 ft. Tall growing native shrub with leaves larger than the European, that turn scarlet in autumn. Its most attractive feature is the abundance of bright red berries that are carried well into the winter.

Forsythia - Golden Bell

The Forsythias are among the very earliest shrubs to bloom, and before the snow is completely gone they give signs of awakening life. They are strong, vigorous shrubs with many branches, which become clothed with beautiful, bright golden yellow flowers before the leaves appear. (See picture on page 7).

Aurea. Handsome form with drooping branches. Flowers yellow. Foliage golden colored. Very similar to Forsythia Fortunei, with the exception of colored foliage. Grows 6 to 7 ft. high.

Fortune's (Fortunei). A handsome form, with slightly drooping branches. Flowers golden yellow, often with twisted petals. A grand shrub, often 5 to 7 ft. tall.

Intermedia. Flowers bright golden yellow; foliage glossy green; resembles the Viridissima, but hardier; a valuable variety. 8 to 10 ft.

Suspensa. Long, slender, curving branches. May well be called Weeping Forsythia. Fine for covering rocks and slopes.

Hibiscus - Althea or Rose of Sharon

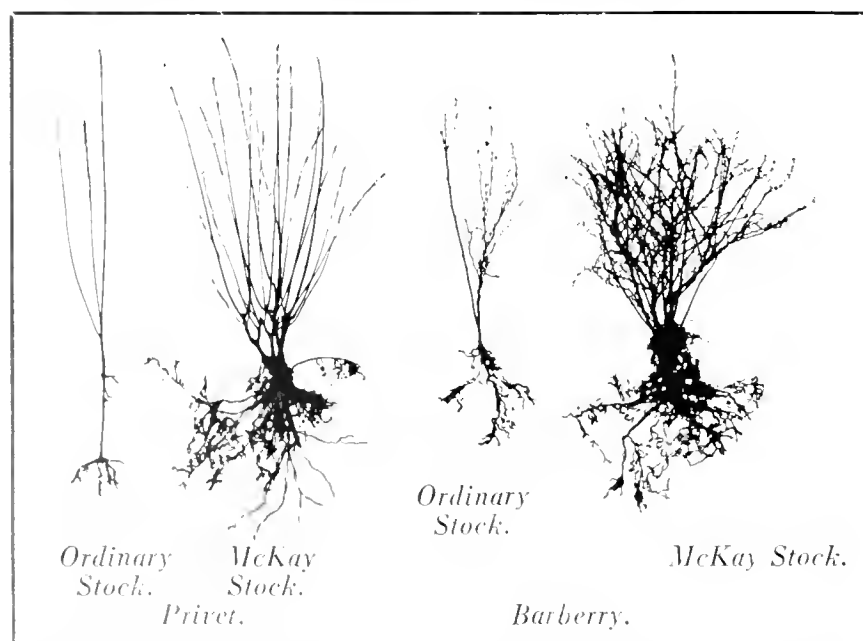
One of the best known shrubs, with handsome foliage and bearing large single or double flowers in August or September when the shubbery border is apt to be bare of other flowers. They attain a height of from 6 to 10 feet. We can supply it in white, pink, purple or red. Not hardy in Wisconsin.

Hydrangea

Grand, free-flowering shrubs with large clusters of panicles of showy flowers. They are admirably adapted for border planting, either as specimen plants or masses. A moist, fertile soil is best adapted to their requirements.

Bush Hydrangea (Paniculata grandiflora). 5 to 6 ft. This is one of the most valuable hardy shrubs. It is perfectly hardy in all parts of the country. The flowers are white, borne in immense panicles nearly a foot in length. It commences flowering in July and continues until November. The plant should be cut back every spring at least one-half of last season's growth. Plant in sunny location. (See picture on page 7).

Tree Hydrangea (Paniculata grandiflora). 6 to 8 feet. In tree form. Beautiful as a shrub, they are grandly beautiful as a tree, growing in loveliness as they acquire age and size.



Nursery Stock That Doesn't Grow is Expensive at Any Price.



Hedge of Privet Amoor River North.

Arborescens (Hills of Snow). 3 to 4 ft. This hardy American shrub is the very finest addition to this class of plants found in many a year. The blooms are of the very largest size, of pure snow-white color, and the foliage is finely finished. Comes into bloom just after the passing of all the early spring shrubs, while its long season of bloom, from June through August, renders it doubly valuable. Hardy. Does well in shade. (See picture on page 7).

Honeysuckle - Lonicera

The following species and varieties are of erect shrubby habit. Valuable for their handsome flowers and showy fruit. The climbing sorts will be found under the head of Climbing Vines.

Bella albida (Bella Honeysuckle). A handsome hybrid of strong growth. White flowers are borne in great clusters, followed by attractive ropes of red berries which remain all summer. An excellent shrub for mass planting. 6 to 8 ft.

Morrowi. 4 to 6 ft. A bush of spreading habit. The yellowish white flowers are followed by red fruit, which remains on the plant a long time and is very ornamental.

Pink Tartarian. 8 to 12 ft. A well known old-fashioned sort which blooms in May. It has slender and upright branches, with small bright pink flowers followed by red berries. (See picture on page 7).

White Tartarian. 8 to 12 ft. Same as the Red Tartarian, except in its beautiful white flowers, for reason of which it is fine for planting with other varieties for contrast.

Lilac - Syringa

Hardy free-flowering shrubs with showy, fragrant flowers in spring and early summer. They are among the most popular and beautiful of flowering plants, and thrive in almost any fertile soil with moderate moisture. A careful selection will offer a greatly extended season of blooming. 8 to 10 ft.

Common Purple Lilac (Vulgaris). This is the oldest and best known type of the Lilac. From it have sprung most of the hybrids and seedling varieties which have made the Lilacs, as a class, one of our most popular modern shrubs.

Common White Lilac. (Alba). The well known white-flowering form of the above.

Persian Lilac (Persica). 5 to 6 ft. May and June. A distinct species of rather smaller growth than Vulgaris. The branches are slender and straight with smaller and narrower leaves. The bright purple flowers are borne in loose panicles. A very graceful form.

Villosa. A species from Japan. Large branching panicles; flowers light purple in bud, white when open; fragrant. Especially valuable, as its flowers appear two weeks after those of other Lilacs.



Named French Lilacs

(See picture on page 10).

The named sorts are much superior to the old type of Common Purple and White, and they bloom when plants are much younger, 6 to 8 ft.

Belle de Nancy. Double flowers of pinkish lavender. A good bloomer.

Chas. Joly. Double flowering. Has dark wine-colored blossoms with silvery reverse. One of the very best.

Chas. X. Of exceptionally strong, rapid growth, with large, shining leaves and rather loose trusses of reddish purple flowers. Single.

Hugo Koster. Huge panicles of large, single lavender-pink blossoms. One of the most prolific bloomers in the hybrid Lilacs.

Jean Mace. Double bluish mauve. Very fine.

Katherine Havemeyer. Large, double metallic blue flowers, flushed with mauve.

Ludwig Spaeth. Dark purplish red flowers, large, and in long panicles. A distinct, superb sort that will give great satisfaction. Single flowering.

Mme. Lemoine. A choice variety of the Lilac, producing long racemes of double, white flowers, lasting longer than the single sorts. A valuable acquisition.

Mme. Abel Chatenay. A very desirable variety, with milk-white, double flowers; panicles of medium size; very compact; fine for cut flowers.

Mme. Casimir-Perier. White flowers in large, graceful panicles. A profuse bloomer. One of the very best sorts. Double flowering.

Marie Legraye. Large panicles of white flowers; the finest white. Single.

Michel Buchner. Clear pale lilac; double.

Miss Ellen Willmott. A new double white of much merit.

Mrs. Florence Stepman. Double white. One of the best new varieties.

President Grevy. Large, beautiful blue flower panicles. Individual flowers very double and large.

Philadelphus - Syringa

Also known as Mock Orange. Of vigorous habit, very hardy, with large, handsome foliage and beautiful white flowers produced in great profusion in June. They merit a place in every collection of shrubbery.

Aureus (Golden Syringa). 3 to 5 ft. A compact shrub with bright yellow foliage which retains its color well throughout the season. Very effective in grouping as a contrast to the darker foliage of others.

Bouquet Blanc. This variety forms an upright shapely bush with dark rich foliage. Flowers come in clusters, are large, pure white, and quite double, very sweet scented. Hardy and a dependable bloomer. 5 to 6 ft.

Coronarius (Sweet Syringa). 8 to 12 ft. June. The old and well known Mock Orange. A graceful, upright bush with long branches covered with dark green foliage. In June completely covered with

showy pure white flowers of the most delightful fragrance. Probably the most fragrant of the class.

Grandiflora (Large Flowered Syringa). 8 to 12 ft. June. Very showy, large flowers, usually borne in threes. Scentless. It is of rapid growth with reddish bark.

Lemoine. A small shrub rarely attaining a height of more than four feet. Branches slender and bearing in June a profusion of flowers closely resembling the orange blossoms in size, form and fragrance, which is very desirable.



Virginal Mock Orange.

Virginal. A magnificent new variety. The bush grows moderately tall, with good foliage and compact habit. The flowers are the largest, handsomest, and most sweetly fragrant of any known variety, with longest blooming season. Grows 5 to 6 ft. One of the best of the Philadelphus.

Privet - Ligustrum

It is as a hedge plant that Privet is pre-eminent. It is more largely used than all other hedging plants together. Privet hedge can be kept at any height, low or tall, and a regular shearing will preserve a perfectly even surface.

A single row of plants will make a good hedge; a fuller and more compact one can be made by planting two rows zig-zag with the plants at apexes of say 9-inch triangles. When set out the plants should be cut back to a few inches. The next spring they can be cut back to 6 or 8 inches. This repeated will form a dense and widely branching growth. In severe winters the tops kill back in this latitude but soon recover.

Amoor River North. The hardiest of the Privets and is the best of the hedging plants. Hardy foliage, glossy green and holds its color well into the fall. Recommended for Southern Wisconsin. (See picture on page 8).

Regel's. 4 to 6 feet. A fine, hardy variety, desirable in growing singly as specimen or in mass planting. Slightly drooping in habit. Makes an excellent corner shrub.

Potentilla - Cinquefoil

Fruticosa. A very attractive dwarf shrub with small, bright yellow blossoms most of the summer. It has a valuable place in the landscape because of the few hardy yellow flowering shrubs we have. 3 feet.

Prunus - Flowering Plum

Purple-Leaved Plum. (Newport). 8 to 10 feet. A small tree or shrub. The foliage and young shoots are of a rich reddish purple, which they retain throughout the season. Perfectly hardy.

Double Flowering Plum. (Triloba). 5 to 8 ft. A large shrub or small tree; the branches are covered early in the season, before leaves appear, with small, double, pink flowers. Very desirable. (See picture on page 10).

Minnesota Purple Plum. 6 to 8 ft. Another hardy type of Red Leafed Plum. Although not as large a grower as the Newport, its foliage is redder. A valuable new variety. Plant in full sunlight.

Rhodotypos - White Kerria

Bears an abundance of white flowers in May; foliage attractive; bush slender grower; hardy. 3 to 6 ft.

Ribes - Currant

Alpinum (European Mountain Currant). 3 ft. Of dwarf, compact habit, growing very symmetrical, with fragrant yellow flowers. Excellent for hedges. Hardy. Does well in shady places.

Rhus - Sumac

Smooth Sumac (Glabra). 8 ft. Large-growing shrub, with smooth bark.

Cut Leaf Sumac (Laciniata). 6 to 8 ft. An ornamental variety similar to glabra, but has its leaves deeply cut, giving it a fernlike appearance.

Fragrant Sumac (Rhus Aromatica or Canadensis). A native shrub with aromatic foliage. Has small, inconspicuous yellow flowers followed by red berries. Foliage turns red in fall. It is invaluable in native plantings. 5 to 6 ft.

Sumac, Purple Fringe (Smoketree). A fast growing shrub producing heavy masses of filmy, smokelike panicles of flowers in midsummer. Not hardy in northern Wisconsin. 10 to 12 ft.

Staghorn Sumac (Typhina). 8 to 12 ft. A dense, velvety, hairy species. In fall it has brilliant foliage and scarlet heads of fruit. Thrives in poor, rocky soil.



Spirea

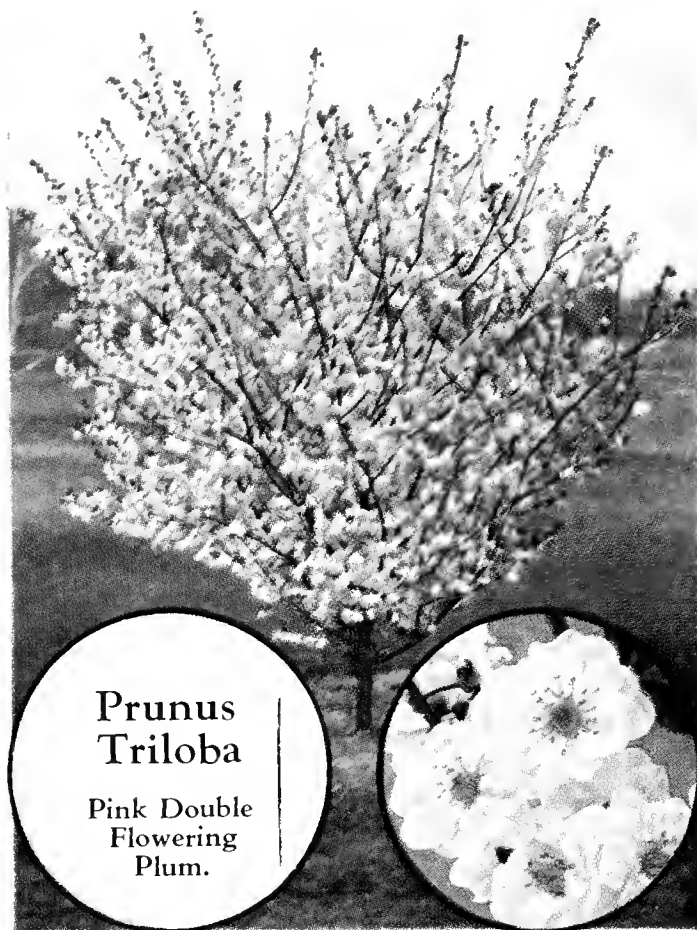
The Spireas are all elegant, low shrubs, of the easiest culture, and their blooming extends over a period of three months.

Anthony Waterer (Bumalda). This variety has largely superseded its parent. It produces flowers of a bright crimson and blooms so freely that it may be kept in flower throughout the summer till late fall by trimming out dead bloom. 2 to 3 feet. (See picture on page 11).

Arguta. 3 feet. May. Japan. Of light open habit, with small deep green foliage. When in bloom each branch is completely covered with a wealth of minute, pure white flowers.

Billiardi (Billiard's Spirea). 4 feet. July-August. A strong grower with dull green foliage and dense panicles of bright pink flowers. Also blooms occasionally during the fall.

Callosa alba (Fortune's Dwarf White Spirea).



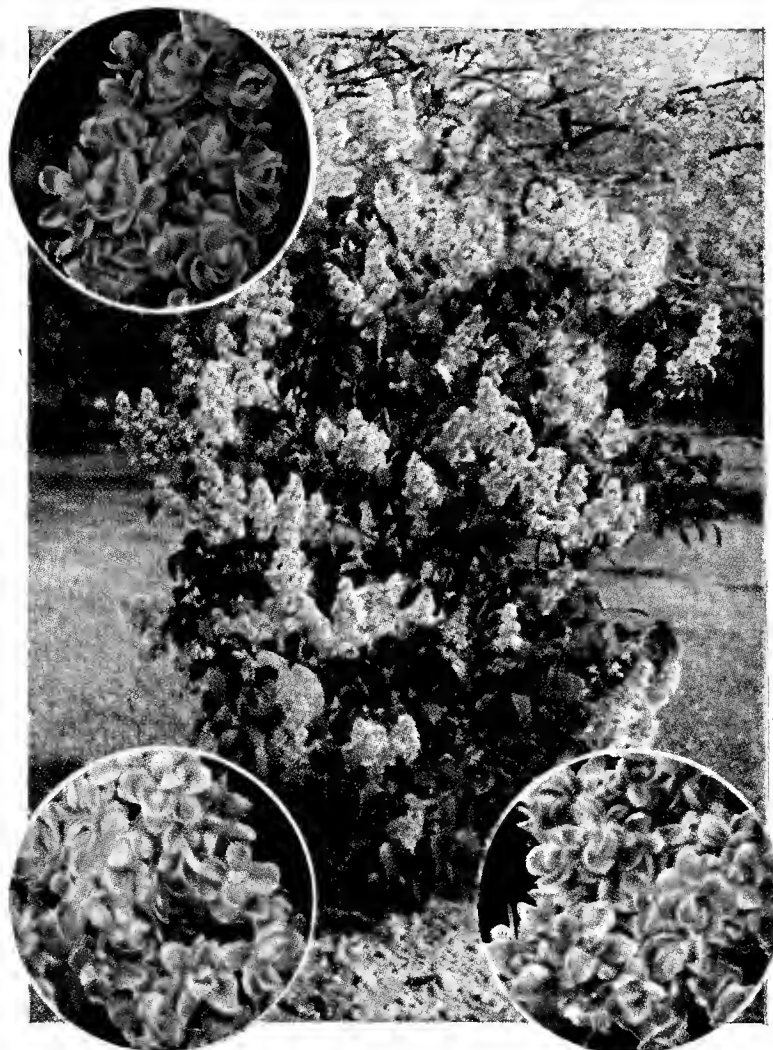
Prunus Triloba

Pink Double Flowering Plum.

2 feet. Blooms all summer. A pure white form.

Froebeli. Has a flat pink blossom, very similar to Anthony Waterer. It resembles this variety in every respect except that it is a little stronger grower. Perfectly hardy and deserves extensive planting. 3 feet.

Korean Spirea (Spirea Trichocarpa). This splendid new shrub is enthusiastically acclaimed the finest Spirea yet discovered. It is strong growing, attaining a height when matured of 4 to 6 feet tall, forming a large, globe-shaped bush which is covered with large rounded clusters of snowy white flowers marked with darker eyes. Blooms about two weeks later than the popular Spirea Van Houttei. It is perfectly hardy as far north as Montreal. It retains its beautiful glossy green foliage late into the autumn. (See picture on page 13).



French Grafted Lilacs.

Opulifolia var. aurea (Golden Spirea or Golden Leaved Ninebark). 5 to 8 feet. Foliage is of a bright golden color and finely shaded. This is one of the finest golden leaved shrubs and a very desirable variety for the contrast it offers.

Sorbifolia. Long, showy panicles of white flowers. A fine Spirea. 6 to 7 feet.



Spirea Van Houttei.

Mazomanie, Wis.,
Dec. 18, 1934.

Mr. W. G. McKay, Pres.
McKay Nursery Company
Madison, Wisconsin

Dear Sir:

I have been intending to write you for some time in regard to the 500 shrubs purchased for the Mazomanie Cemetery. Every plant has made a nice growth, and of course, we are more than satisfied.

We shall think of the McKay Nursery Company when in further need of shrubbery.

Very truly yours,
(MRS.) MARIE E. KING.
Treasurer
Mazomanie Cemetery Ass'n.

SPIREA—Continued

Thunbergi (Thunberg's Spirea). 3 to 4 feet. May. One of the finest spring blooming small shrubs. The flowers are pure white and are borne along the entire length of the branches.

Van Houttei (Bridal Wreath). A beautiful shrub, growing 4 to 6 feet. May. Blossoms in clusters about 1½ to 2 inches in diameter; flowers white and borne in great profusion, frequently covering the plant when in bloom. One of the finest shrubs we have for cemetery use, also makes a beautiful ornamental hedge. Hardy as far north as Northern Minnesota. (See picture on page 10).

Symphoricarpos - Snowberry

Handsome, hardy shrubs, unexcelled for massing and grouping, either under trees or in the foreground of larger shrubs.

Snowberry (Racemosus). 3 to 4 feet. Inconspicuous rose colored flowers in June and July, followed by large clustered, milk-white fruits which remain far into the winter. Does well in shady places.



Spirea Anthony Waterer.

Indian Currant (Vulgaris). 3 to 4 feet. Similar to the Snowberry except that its fruits are red, and that the smaller red berries cluster in thick ropes about the weighted down stems. Does well in shady places.

Tamarix

Amurensis (Asiatic Tamarisk). The hardiest of its species; found in Asia. The loose, rose-colored flowers are borne along its branches; the foliage is light and feathery. If cut back each spring before the growth starts, the bush will be more graceful during the season. May be planted on moist grounds as well as dry. Grows 10 to 15 feet.

Hispidula. Hardy. 8 to 12 feet. Similar to Amurensis, but the leaves are more compact and have a bluish tint; has an immense head of flowers of the brightest carmine-pink.



Weigela rosea.
Red Flower (Inset), Weigela Eva Rathke.



Fruit of Viburnum Americanum.

Viburnum - Snowball

This is a showy group of shrubs that usually grow from 5 to 10 ft. high, bloom lavishly in spring, bear pretty fruits and color to red or purple in fall.

American High Bush Cranberry. (*Americanum*). Handsome native shrub, 8 to 12 feet tall, of open and spreading habit. The fruit, which begins to color in July, remains on the branches and keeps its bright scarlet color until spring. (See picture on page 11).

High Bush Cranberry (*Opulus*). The well known variety in old gardens. Grows 8 to 10 ft. high, bearing its balls of flowers in great profusion in May, followed by scarlet fruits.

Carlesi. One of the finest new shrubs. Blossoms which come in May, are pink and white, similar to the Snowball, and having a fragrance like that of the trailing arbutus. Not hardy in northern Wisconsin. 4 to 5 feet.

Common Snowball (*Sterile*). 6 to 10 ft. A grand hardy shrub. The flowers appear in numerous compact balls in spring. Well known and justly popular.

Dentatum (*Arrowwood*). 6 to 10 feet. A bushy, upright-growing shrub of large size, growing to perfection in all sections of the North. The leaves are heart-shaped, bright green in summer, changing later to rich purple and red. The creamy white, handsome flowers, borne in late spring, in large, flat clusters, are followed by blue-black berries.

Lantana (*Wayfaring Tree*). 8 to 10 ft. A tall shrub with white flowers in large clusters in May, succeeded by bright red berries changing to black later.

Lentago (*Sheepberry*). A large-growing shrub; leaves bronze when young, glossy green in midsummer, and brilliant orange and red in autumn. Flowers creamy white, with dark blue berries in autumn on red stems. 10 to 12 ft.

Molle. 6 to 8 ft. Flowers in May. Bluish black fruit in August. Hardy. Foliage and growth similar to Lentago except that it does not get quite as large.

Pubescens. 3 to 6 ft. Bushy, with slender, upright branches. White flowers in May, fruit black. June to July. Hardy and very good for border plantings.

Weigela - Diervilla

Eva Rathke. 3 to 4 ft. A charming Weigela; flowers brilliant crimson; a beautiful, distinct, clear shade, producing two and sometimes three crops of blossoms in a season. (See picture on page 11).

Rosea (*Rose Colored*). 5 to 6 ft. A hardy and beautiful shrub, bearing in June a profusion of rose-colored flowers. Introduced from China, and justly considered one of the finest shrubs we have.



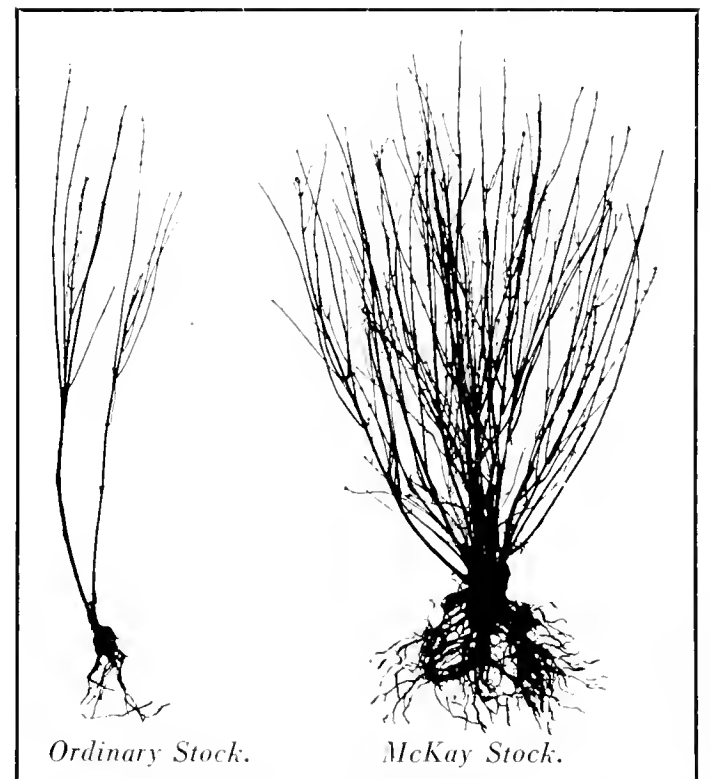
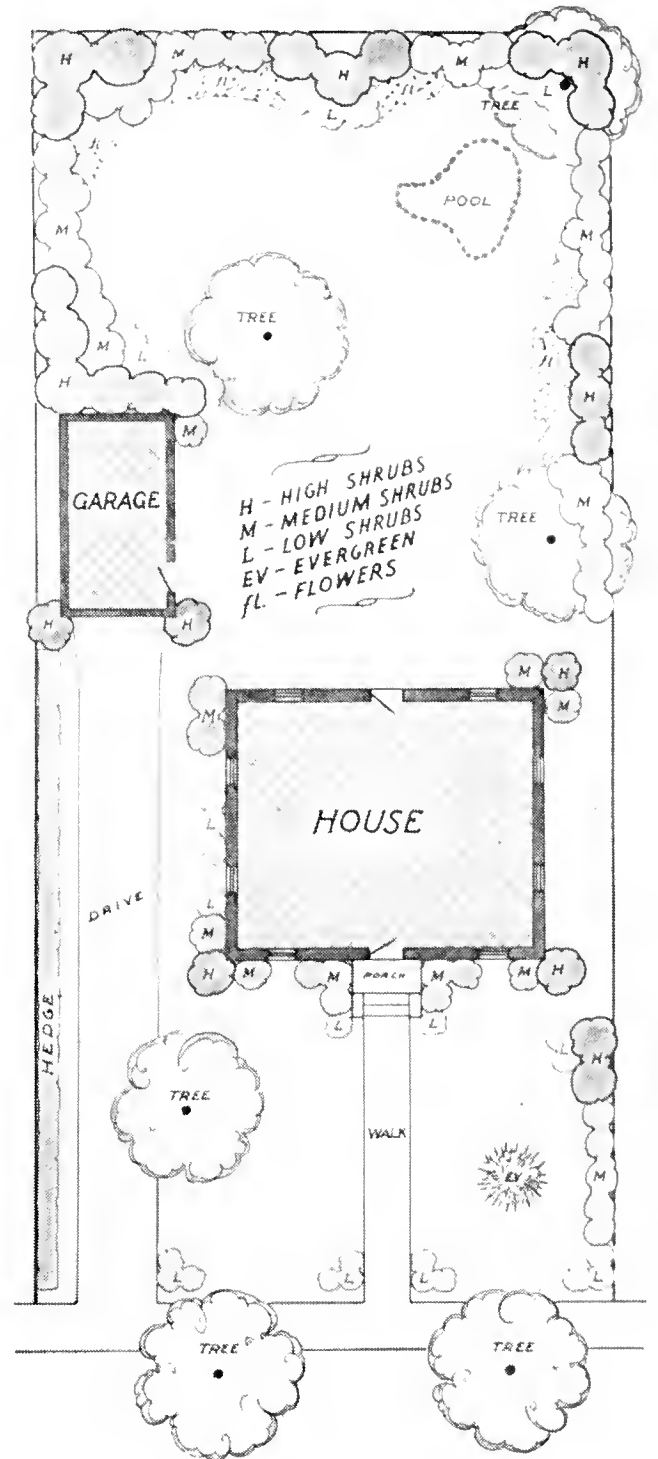
White Snowberries.

Variegata. An attractive, dwarf-growing shrub, with handsomely variegated leaves and flowers of a very pale pink, almost white. 2 to 3 ft.

Witch-hazel - Hamamelis

Virginiana. A native shrub, having small yellow flowers in the fall. Grows 12 to 14 feet tall. Rather slow growing.

The landscape plan of a small city lot, shown above, and the shrub table on the opposite page are presented as helpful aids to you in the arrangement of your own planting plans. Study them carefully.



Ordinary Stock.

McKay Stock.

What a Whale of a Difference a Few Cents Make!

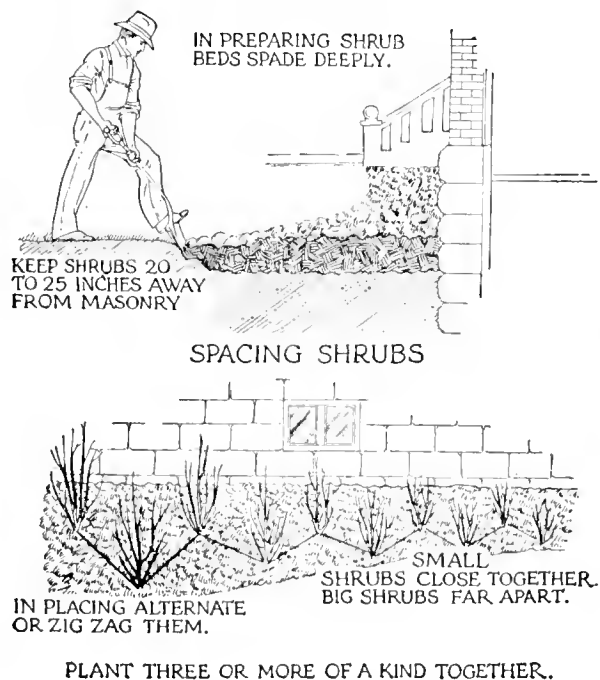
Table of Flowering Shrubs, their Characteristics

Shrubs listed in order of ultimate growing height, the lowest growers at top, progressing to the high growing ones at bottom.

Hardiness	
VH	Very hardy, anywhere.
H	Hardy in Central and So. Wis.
SH	Semi-hardy, for So. Wis. only.

Low Growing Shrubs	Time to Bloom	Color of Flower, Etc.	Shade or Sun	Landscape Value		Remarks
Spirea A. watereri	June-July	Pink	Sun	Foundation planting, hedge or border	H	Very good garden shrub.
Barberry, Red Leaf	May	Small, yellow	Sun		H	Red berries all winter.
Barberry, Thunbergi	May	Small, yellow	Either		VH	Red berries all winter.
Spirea Froebelii	June	Pale pink	Either	Foundation planting or border	VH	Very good all-purpose landscape shrubs.
Hydrangea Arborescens	June-July	Large, white	Either		VH	
Hydrangea P. G.	September	Pinkish white	Sun		VH	
Rose, Grootendorst	Ali summer	Red (cluster)	Sun	Foundation planting or border	H	Adds summer color to border.
Almond	Early May	Dbl. pink, white	Sun		SH	Flowers before leaves.
Spirea Arguta	May	Small white	Sun		SH	Fine texture foliage.
Snowberry	June-Aug.	Small pink	Shade	Hedge or border	VH	White waxy berries for winter.
Alpine Currant		Inconspicuous	Shade		VH	Grows in poorest soils.
Cotoneaster	May	Inconspicuous white	Either		VH	Use where Privet is not hardy.
Privet, Amoor River North	July		Either	Trimmed hedge	SH	A popular hedge.
Privet, Regel's	July		Either		SH	Blue berries for winter.
Rose Setigera	July	Pink (single)	Sun	Foundation, border	H	For naturalistic plantings.
Beauty Bush	May-June	Pink	Sun	Foundation, border	H	Very colorful in bloom.
Medium Height Growing Shrubs						
Philadelphus aureus	June	White	Sun	Border	H	Yellow foliage.
Philadelphus, Lemoine	June	White	Either	Foundation, border	VH	Slightly fragrant flowers.
Rose, Hansa	June-Aug.	Dbl. deep red	Sun	Foundation, hedge, Mass or border	VH	Good landscape plants; disease resistant; cut back in spring.
Rosa Rugosa	June-July	Sgl. pink, white	Sun		VH	
Spirea Billiardi	July	Pink (spikes)	Sun		VH	
Spirea aurea	June	White	Sun	Border	VH	Yellow foliage.
Euonymus alatus		Berries for winter	Either	Foundation, mass, specimen, border	VH	Foliage turns red in fall.
Spirea Van Houttei	May-June	White sprays	Either		VH	Graceful, arching shrub.
Weigela rosea	June-July	Pink	Either		SH	Beautiful shrub.
Rosa Hugonis	June	Golden yellow	Sun	Border, mass, foundation or specimen	H	Colorful in bloom.
Ilex verticillata		Red berries for winter	Sun		VH	Wet acid soils.
Prunus triloba	May	Dbl. pink	Sun		H	Blossoms before leaves come.
Honeysuckle, Morrowi	June	Small yellow	Either	Foundation, mass, background or border	VH	Good foliage plant.
Dogwoods	June	White	Either		VH	Branches color toward spring.
Spirea opulifolia	June	White	Either		VH	
Viburnum Carlesi	May-June	Pinkish white	Sun	Foundation, border	H	Very fragrant flower.
High Growing Shrubs						
Viburnum, Other Varieties	June	White	Either	Background or border	VH	Colored fruits for winter.
Forsythias	May	Yellow	Sun	Border	SH	Flowers before leaves.
Lilacs, French	June	Various colors	Sun	Specimen, screen, foundation or background	VH	Fragrant, old-fashioned shrubs, always satisfactory
Lilac, Persian	June	Lavender	Sun		VH	
Lilac, Villosa	July	Pale pink	Sun		VH	
Lilac, Common	June	Lavender, white	Either	Screen or background	VH	Yellow foliage.
Philadelphus, Virginal	June-Sept.	White (fragrant)	Sun		H	
Philadelphus, Other Varieties	June	White (fragrant)	Sun		VH	
Elder, Golden	June	White	Sun	Screen, mass or background	VH	Red berries in August.
Honeysuckle, Tartarian	May	Red, pink, white	Either		VH	
Honeysuckle, Bella Albida	May	White	Either		VH	
Buckthorn		Black berries for winter	Either	Screen, hedge	VH	Good all-purpose shrubs.
Russian Olive	June	Small, yellow	Sun	Screen, background	VH	Grows in dry soils.
Aralia spinosa	July	Greenish white	Either	Specimen in groups	H	Silvery-white foliage.
Juneberry	June	White	Either	Screen, background	VH	Tropical foliage effects.
Sumac		Scarlet foliage in fall	Either	Background	VH	Large, blue berries in fall.
Prunus, Newport	May	Pink	Sun	Specimen, background	H	Grows on poor soils.
Tree of Heaven		Inconspicuous	Either	Specimen in groups	SH	Purple foliage.

How to Plant Shrubs



PLANTING DISTANCES

Low shrubs	1 1/2	to	2 1/2	feet apart
Medium shrubs	3	to	4	feet apart
High shrubs	4	to	6	feet apart

The above shrub table, with the accompanying landscape plan of an average small city lot, will make it very easy to plan your own landscape planting.

The plan on page 12 is an effective planting made up of high, medium and low growing shrubs. The taller shrubs for screening, backgrounds, hiding undesirable objects, or for emphasis about the house. The medium sized shrubs help to give an irregular naturalistic appearance to the top line of the border planting. Used about the house they enhance its architecture and hide its defects. The low growers finish off the general appearance of the property by blending the foliage of the taller shrubs into the green grass of the lawn. Likewise, they finish off the foundation planting and the edges of the lawn.

A well chosen list of perennials selected from the perennial table presented on page 33 will give you an array of color and bloom from spring until fall.

The shrub table presented above will help you to select the most appropriate shrubs to carry out the above idea. It gives the time and color of bloom, general use and other characteristics.



Korean Spirea—The new Korean Bridal Wreath.



McKAY'S Famous Evergreens

McKay's Famous Evergreens, as the name indicates, are truly famous throughout the country for their exquisite beauty, hardiness and adaptability. New uses for them are being discovered every year. They lend their attractiveness and value to the small home as effectively as they beautify the large estate.

Specializing over a period of many years in the growing of specimen evergreens, we offer the largest and most complete selection to be found anywhere in the Northwest. McKay's Famous Evergreens are adapted to practically every home beautification need. An unusually wide choice is offered in form, color and texture of the foliage. Our assistance in arranging your planting plans is freely available.

Each variety is described from the standpoint of its habits. As to height, we have adopted the following broad classification, which will give a fair idea of the comparative size of species listed:

Sm. Trees commonly less than 10 feet at maturity.

Med. Trees usually from 10 to 50 feet at maturity.

Lg. Trees usually growing to a height of 50 feet or more at maturity.

Arbor-Vitae - Thuja

The Arbor-Vitae family, also called the White Cedar, is identified by its flat sprays of scale-like leaves, as opposed to a strictly needle type of leaf, found on the other varieties of evergreens, grown here in the Northern states. The foliage is of a beautiful rich green color. They will grow in any good soil, with plenty of moisture. They all stand shearing well and as such lend themselves to the average small property planting, where they can be held in size.

American Arbor-Vitae (*Occidentalis*).

Med. The best known of the genus. Usually grows bushy at the bottom, tapering toward the top into a cone. It is most used as a low trimmed evergreen hedge, although it also makes a good untrimmed hedge, growing to a height of 30 or 40 feet. Useful for foundation plantings.

Douglas Golden Arbor-Vitae (*Douglasiana*). **Med.** A good golden color, not so bright as Peabody's but a superior grower, forming a broad, bushy, heavy specimen.

Globe Arbor-Vitae (*Globosa*). **Sm.** Of dense, dwarf habit, globular in outline; requires no shearing and always in good form.

Pyramidal Arbor-Vitae (*Pyramidalis*). **Med.** The Pyramidal Arbor-Vitae is one of the most beautiful columnar types of evergreens. On account of its rapid growth, its good green color and the fact that it lends itself to shearing, (thus

keeping it at any desired size), it is one of the most useful of the pyramidal form trees. It can be used on either side of the entrance or in other places where narrow, tall architectural effects are desired.

Siberian Arbor-Vitae (*Wareana*). **Sm.** Forms a dense and somewhat globular body of very symmetrical appearance. Somewhat harder than the Globe Arbor-Vitae.

Fir - Abies

Balsam Fir (*Balsamea*). **Lg.** The fragrant Christmas Tree of the North woods. A good symmetrical tree, that will grow on wet ground, or on the better soils.

Concolor Fir (*White Silver*). **Lg.** The showiest of the Firs. A beautiful picturesque species from Colorado, with long thick needles, varying from a light green to a soft blue. The branches, which are arranged in horizontal whorls, are retained to the ground even when the tree gets older. A good specimen tree for the lawn, or for color contrasts in groups of trees of darker colors.

Douglas Fir. **Lg.** The growth is compact and symmetrical, forming a spreading pyramid. This is one of the best and hardiest of the Firs. It is a rapid grower and thrives well in almost any situation.

Hemlock - Tsuga

Hemlock Spruce (*Med.*). One of the evergreens for planting in shady places, and where it has a little protection from the wind. It likes the North side of a building and plenty of moisture. A graceful tree with loose open growth, slender and drooping branches.



BLUE SPRUCE

We offer both Koster and Colorado Blue Spruce. The above illustration shows the care taken in packing our evergreens, thus insuring their arrival in perfect growing condition.

Juniper - Juniperus

The Junipers form one of the most important groups of evergreens for landscape planting. The Pyramidal and Upright forms make beautiful specimens for entrance and group plantings, where you need an architectural emphasis. The spreading forms are very good for foundation plantings and edgings for the taller trees. The Prostrate forms are used for ground covers and rock gardens. As a family they are effective in all landscape plantings because of their variation in form and color tints. They are extremely hardy and of rapid growth. Prefer a sunny situation. Do well in all the sandy and drier soils of the state.

Andorra Juniper (*Communis depressa plumosa*). Sm. A new low-growing, spreading, dwarf evergreen of most distinctive color and graceful form, a beautiful silvery green in the spring, turning to a silvery purple or pinkish shade in the fall. It grows about 15 to 18 inches tall and has a spread of 5 or 6 feet when fully developed. Stands pruning.

Bar Harbor Juniper. Sm. A true creeper, resting close to the ground. It has sturdiness, hardiness and the most beautiful greenish blue color.

Columnaris (*Chinensis pyramidalis*). Med. A distinct, narrow columnar tree with a decorative blue-green foliage, retaining its color well into winter. Needles are sharp and sword-like, of a glaucous blue-green color. Its popularity is increasing of late years as its true merits are appreciated. Grows to 20 feet. (Pictured in photo of entrance planting on page 5).

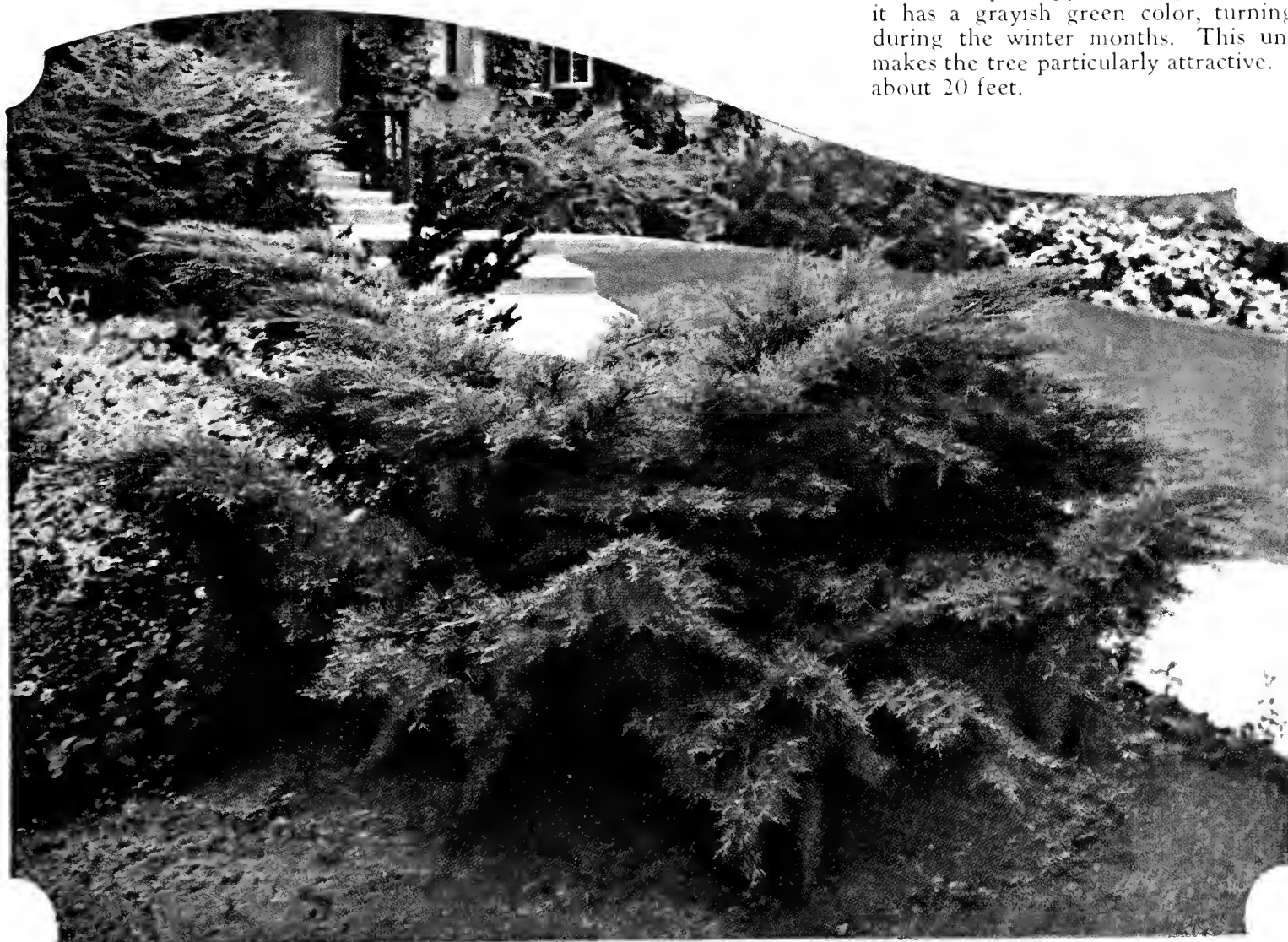
Communis (*Canadensis*). Sm. The well known, valuable, many-stemmed dwarf Juniper. Rarely exceeds 2 feet in height. It is at home on sandy or gravelly hillsides fully exposed to the sun.

Cannart Juniper (*Cannarti*). Med. One of the leading varieties of Junipers, having a rich green, tufted foliage. It holds its color throughout the winter. An irregular, upright grower, which, if trimmed, can be made very compact and dense, and kept at any size wanted. Some trees bear a heavy crop of blue and silver colored Juniper berries, (which hang well into the fall and are relished by some birds). A medium sized tree, growing to 15 or 20 feet.



Austrian Pine.

Dundee Juniper. Med. A new variety, valuable because of its compact, pyramidal growth. During the summer it has a grayish green color, turning to a plum shade during the winter months. This unusual winter color makes the tree particularly attractive. Attains a height of about 20 feet.



PFITZER'S JUNIPER

The great adaptability and graceful informal shape of the Pfitzer's Juniper make it one of the most desirable of evergreens. It is at home in almost any location and will add grace to an otherwise stiff, unattractive planting.



JUNIPER—Continued.

Glauca. Med. This variety is distinct, because the entire young growth is of a silvery whiteness, which changes to beautiful bluish green in winter. It never grows very large, not over 15 to 20 feet, and it can be kept even smaller if desired.

Meyer's Juniper (*Squamata Meyeri*). Sm. This is a new introduction of unusual merit. It was found in China. The leaves are pointed, prickly, and of bright shining blue color, often appearing to be of various colors when viewed from different angles. The form is irregular and habit spreading. It makes an ideal plant for a rock garden or pool, or for mixing among Pfitzer's Junipers planted in masses.

Pfitzer's Juniper (*Pfitzeriana*). Sm. The finest of all evergreens for foundation and border plantings. Its great popularity is due to the fact that it adapts itself to a great variety of soils and is one of the few evergreens that will tolerate some shade. As to appearance, it is very graceful, because of its low, irregular form which appeals to most lovers of evergreens. Color is dark green with a grayish overcast. Grows 2 or 3 feet high and up to 8 to 12 feet in diameter, although here, like with all the other Junipers, it can be sheared once a year and kept to any size desired. It is ideal for foundation planting, foreground of evergreen groups or rockeries. (See picture on page 15).

Sargent Juniper. Sm. Foliage is bright green when it first comes out, changing to a bluish cast as the season advances. It only grows a few inches tall and makes a mat 8 to 10 feet across when fully developed. An extremely hardy type which will do well in poor soil.

Savin Juniper (*Sabina*). Sm. Of dwarf, spreading growth. Hardy and thrives well on poor soil; a favorite for rockwork.

Silver Juniper (*Scopulorum*). Med. A native of Colorado. The trees are of a silvery color, of irregular, upright growth with fine foliage. It retains its inner foliage.

Stricta (Spiny Greek Juniper). Sm. This variety has a fine bluish color and grows very conical, tapering from the ground to a sharp point at the top. Its growth is very compact and very slow, which makes it an ideal plant for foundation and rock garden planting.

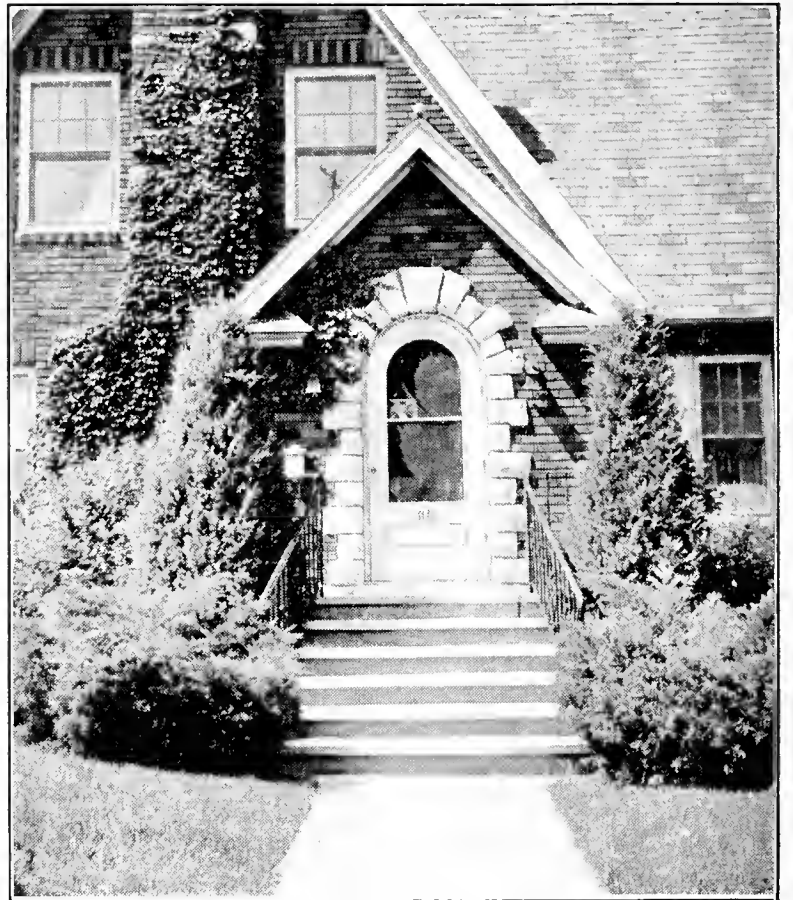
Swedish Juniper (*Suecica*). Med. Another columnar variety, similar to Irish Juniper but more hardy. Has grayish green, prickly needles of a light green color.

Tamariscifolia. Sm. Another low, creeping variety, branches trailing along the ground, where it forms a perfect compact mat of a light green color. Useful for banks and rockeries.

Virginiana (Red Cedar). Med. Probably the best known species of this whole family. The Red Cedar is native throughout Wisconsin and the entire Northwest. It does well in dry and exposed locations, and is admirably adapted to windbreak planting, being especially valuable in mixed plantings.



Sargent Juniper.



"Friendliness" and "Cheerfulness", in winter, as well as summer, is the keynote of this entrance planting. The pyramidal Chinese Junipers flank the doorway; these are surrounded by the lower growing Pfitzeriana Juniper. An ideal combination—the pride of its owner—that has enhanced the value of this property many times what the nursery stock cost.

Keeping Evergreens Healthy¹

Methods Recommended by
The Wisconsin Department of Agriculture and Markets.

With the advent of hot dry summer weather evergreens should be given plenty of water and carefully guarded against red spider attack. This pest is a very small mite, barely visible. If allowed to become numerous on evergreens that mite will, through its habit of sucking sap from the foliage, cause them to lose their characteristic colors and assume a "rusty" appearance. Red spider can readily be controlled by the employment of one of the following methods:

1. Syringe the foliage with water under pressure from garden hose or power sprayer, taking particular pains to secure a forceful spray applied from underneath the foliage.
2. Spraying with a glue spray consisting of $\frac{1}{2}$ lb. of a cheap grade of ground bone glue in 5 gals. of water. (Dissolve the glue first in a small amount of boiling water).

3. Dust with sulphur liberally on a warm day, using a superfine commercial brand of dusting sulphur.

Follow Directions. If used as recommended no injury will result from any of these treatments. Avoid spraying an evergreen in the middle of the day as water alone will sometimes result in injury by scalding at such times. Repeat treatment six days after first application to kill young spiders escaping in egg stage and remember that applications should be made as often as necessary because of continual reinfestations.

Complete information on control measures for other insect pests and plant diseases of nursery stock will be gladly furnished upon request by addressing the State Entomologist, Room 14, Capitol Annex, Madison, Wisconsin.



St. Camillus Hospital

10100 W. Bluemound Road

Wauwatosa, Wis.,

Feb. 20, 1935.

McKay Nursery Co.,

Madison, Wis.

Dear Sirs:

The evergreen trees we have received from you each of the past 2 years have been very fine specimens. We are glad to say that each tree was up to the grade specified, and represented good healthy bushy stock. In fact, we don't think we could have picked out any finer trees had we selected them ourselves.

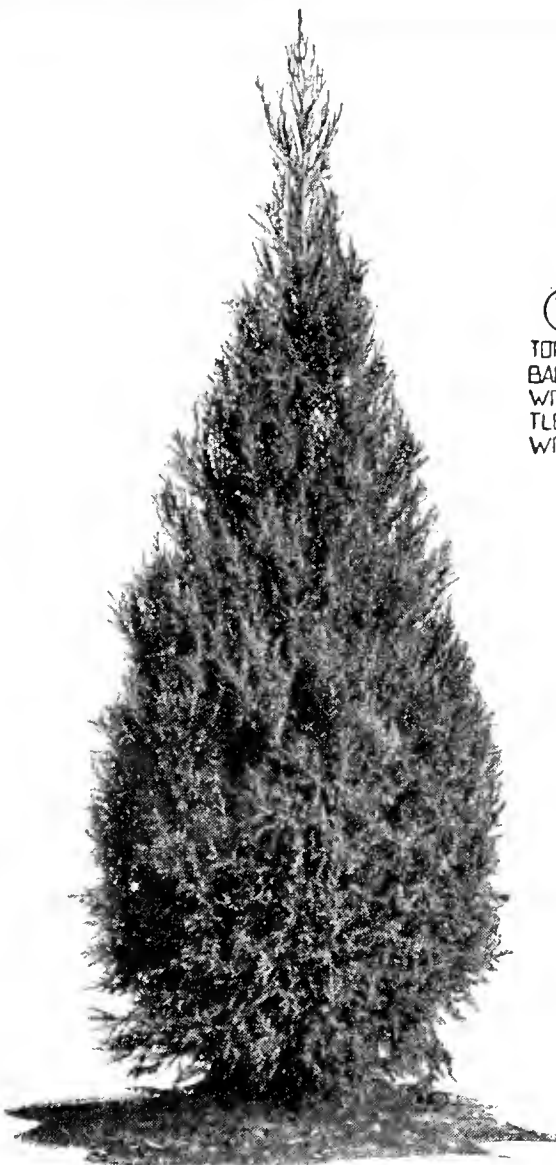
They have been growing exceedingly well and we look forward to the time when they will set off our hospital and grounds very artistically.

Due to a lack of finances during thees past few trying years, we are carrying out the suggestions of your landscape department on the installment plan. On the basis of our past transactions, you can indeed be sure of the continued patronage of your company.

Sincerely yours,

ST. CAMILLUS HOSPITAL

(Signed) C. Mansfield, Supt.



Dundee Juniper.



HOW TO PLANT BALLED AND BURLAPPED EVERGREENS

Follow directions as outlined in picture above. If ball of earth appears hard and dry upon arrival soak it in a tub of water before planting. Leave saucer around base of tree so that drainage will be towards tree. Do not put fresh manure in hole so it comes in contact with the roots. Use well-rotted manure and spread it on the ground after tree is planted and hole filled up. Keep ground well cultivated or mulched. When watering see that ground is soaked to a depth of 12 or 15 inches. Just sprinkling the surface is not enough.

TABLE of EVERGREENS and THEIR CHARACTERISTICS

Variety	Form	Soil	Shade of Green	Landscape Value		Sun or Shade	Hard-ness				
Juniper Andorra	CR	Thrive in any well drained soil. Do well in the sandier soils of the state.	Silver-blue	{	{	Sun	H				
Juniper Sargentii	CR		Dark green				Rock garden, —Turns silver-purple for winter	H			
Juniper Communis	SE		Gray-green				Banks, —Holds color for winter	H			
Juniper Pfitzeriana	SE		Dark green				Ground cover —Browns for winter	VH			
Juniper Savin	SE		Dark green				Foundation, border, rock garden, group. Most satisfactory low evergreen.	H			
Juniper Meyeri	SE		Bluish white				Foundation, border, rock garden, group. Lustrous blue foliage.	H			
Juniper Stricta	Co		Bluish gray				Foundation, rock garden, group. A dwarf, slow grower.	H			
Juniper Cannarti	IU		Deep green				Foundation, group, naturalizing. Blue berries for winter.	VH			
Juniper Glauca	IU		Silver-blue					H			
Juniper Dundee	Py		Bluish gray				{	{	Changes to plum-purple for winter. Holds good color throughout year.	VH	
Juniper Columnaris	Py		Bluish green							H	
Juniper Virginiana	Py		Green				Groups, naturalizing, screens. Browns for winter.	VH			
Arbor-Vitae Globe	Gl	Moist loam	Green	{	{	{	VH				
Arbor-Vitae Pyramid	Py		Green				Specimen, foundation, group. Formal trees, give plenty of water, especially in fall before ground freezes.	VH			
Arbor-Vitae American	Co		Green				Hedge, foundation, specimen, group, background, screen.	VH			
Fir Douglas	Co	Average	Dark green	Specimen, group, background, screen.		Sun	VH				
Pine Mugho	Gl	Average	Light green	{	{		VH				
Pine Austrian	Co		Deep green				Foundation, specimen, rock garden.	VH			
Pine Scotch	Co		Light green				Specimen, group, background, screen, windbreak, naturalizing, rapid growers. Austrian Pine is best for small lawn specimen.	VH			
Pine White	Co		Green				White Pine grows in poorest and sandiest of soils.	VH			
Pine Norway	Co		Deep green					VH			
Spruce Black Hills	Co	Average	Blue-green	{	{		Sun	VH			
Spruce Colorado Blue	Co		Silver-blue					Specimen, group, background, screen, windbreak.	VH		
Spruce Kosters Blue	Co		Silver-blue					Lawn specimen, group. Some variation in degree of blueness.	VH		
Spruce Norway	Co		Dark green					Lawn specimen, group. An imported grafted tree, real blue.	VH		
				Group, background, screen, windbreak, woodlot. Most rapid grower.			VH				
Hemlock American	IU	Average	Dark	{	{	{	VH				
Taxus Cuspidata	SE		Very dark				Foundation, group, hedge, screen, naturalizing.	Foundation, group, naturalizing. Very beautiful evergreen. Red berries for winter.	{	Shade Sun or Shade	H
Taxus Capitata	Co		Green								

*Juniper Pfitzeriana will stand some shade and grow in most any kind of soil.



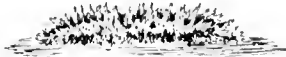
IU (Irregular Upright)



Gl (Globe)



Py (Pyramidal)



CR (Creeper)



SE (Semi-Erect)



Co (Cone)



Pine - Pinus

The Pines are used principally for group or mass plantings where the trees can grow to a fairly large size. They are very rugged and picturesque. The Austrian and Scotch Pines make good lawn specimen trees, while the Mugho, being of a small dwarf habit, lends itself to foundation planting work.

Austrian or Black Pine (*Austriaca*). Lg. A robust, stately Pine, rapid in growth and very hardy. It is one of the most picturesque Pines, making a tall, handsome tree, with a broad, oval head. Has long, stiff, dark green needles. Fine for lawn specimen or evergreen group planting. (See picture on page 15.)



Scotch Pine.



Mugho Pine.

Mugho Pine (*Mughus*). Sm. A very choice, hardy, dwarf evergreen; slow growing, compact and neat in its habit, somewhat globular. Our trees are of the true compact type. Valuable for foundation planting.

Ponderosa (Western Yellow Pine). Lg. Heavy massive needles from 6 to 10 inches long. Tree grows wide and tall, resembling the Austrian Pine. Thrives in any soil.

Red Pine (*Resinosa*). Lg. Another long-needed Pine, resembling the Austrian Pine. Native of Northern Wisconsin.

Scotch Pine (*Sylvestris*). Lg. As a native of the British Isles, it is a fine, robust, rapid growing tree, very thrifty. Needles are 2 to 5 inches long, of a light green color. For specimen or group plantings.

White Pine (*Strobus*). Lg. The "King of the North Woods." The most ornamental of our native evergreens; foliage light, delicate or silvery green. Grows in the poorest, light, sandy soil.

Spruce - Picea

The Spruce are among our best known evergreens. The needles are short, stiff and sharp pointed. They all grow tall and upright, forming a densely branched cone. They are used for group and mass plantings, screens and wind-breaks, and as lawn specimens.

Black Hills Spruce (*Canadensis albertiana*). Med. We wish to call particular attention to the Black Hills Spruce. This variety, being the smallest of the Spruces, develops into sturdy, heavy bodied, compact, conical trees. It is a native of the Black Hills country of South Dakota, and as such, will stand some dryness. Color a good green, with a silvery blue cast. It is hardy, easily planted and a great favorite. (See cut on page 19).

WE GROW OVER 100,000 EVERGREENS

While the McKay Nursery Company grows nursery stock for every planting purpose, Wisconsin's Greatest Nursery is especially well known throughout the length and breadth of the land for its splendid stock of specimen evergreens. Each year customers from far and near come to our nurseries at Waterloo, Wisconsin, to view our evergreens. Every year McKay evergreens are shipped to thousands of home owners who appreciate the quality and the standing of our evergreens and who depend upon us to fill their needs. Nowhere will you find a more all-inclusive stock of fine evergreens than at the McKay Nursery Company. Yet you pay no premium for this dependable quality when you have us supply your needs.



Field of Pyramidal Arbor-Vitae in our Nursery.

SPRUCE—Continued.

Colorado Blue Spruce. The triumph of evergreen growing; Nature's culmination in producing the most beautiful. The Colorado Blue Spruce is the handsomest tree on the Rocky Mountain trail. Picture in your mind a perfectly shaped tree, with its regular whorls of branches, filled with a heavy foliage of a rich, glistening blue, which flashes and sparkles in the sunlight. It is used mostly for specimen lawn planting, where it becomes the prize tree of a man's property. One or two of these trees planted in a group of other dark green foliaged evergreens gives that group distinction. (See cut on page 14).

Koster's Blue Spruce (*Pungens Kosteriana*). Lg. A grafted form of the best of the Blue Spruces. Foliage is silvery blue, densely crowded on the many branches. Our stock of this beautiful and popular evergreen has been grown with great care from stock which we know is the genuine Koster's, and can guarantee its true blue color and character.

Norway Spruce. A very thrifty and rapid growing Spruce of a good green color. Best Spruce for screens and windbreaks. Also useful for backgrounds of group and mass plantings, where it soon towers up behind the other evergreens.

White Spruce (*Alba*). Lg. A well known native tree. It forms a loosely symmetrical tree with rather pendent branches toward the base.



Japanese Yew.

Yew - Taxus

The Yews are particularly noteworthy for their rich dark green foliage, whose color is held throughout the year. They grow somewhat slowly, stand shearing well and are especially useful for foundation plantings. Have red berries for the fall. They are the best evergreens for shady places.

Taxus brevifolia. Sm. A low, bushy, dwarf variety, rarely growing more than 3 feet.

Taxus cuspidata. Sm. An irregular, spreading grower, resembling the Pfitzer's Juniper.

Taxus cuspidata capitata. Med. An upright form of the above, more regular and somewhat pyramidal in form. A very choice evergreen.



Black Hills Spruce.



Black Hills Spruce and Douglas Fir in our Nursery.

VISIT OUR NURSERIES

We are rather proud of the results produced by more than a third of a century of effort in the development of Wisconsin's Greatest Nursery. We are also proud of the part played by our nurseries in the beautification of city and rural homes and in the fostering of more profitable orchards. Naturally, then, we are always glad to have our patrons and friends call at our nurseries, located at Waterloo, Wisconsin, to share the pleasure of viewing the thousands and thousands of thriving trees, plants and shrubs in almost endless variety. Stop in at your convenience. If we can help you in any way by showing you the things you are especially interested in seeing, of course we shall be glad to do so.



McKAY'S Stately Shade Trees

The value of shade trees is appreciated universally. They occupy a position of major importance in every landscape plan. Shade trees as an essential permanent investment should be selected with the utmost care. For greatest permanency, choose the hardwood types, although they grow somewhat more slowly. Of course the faster growing soft wood varieties, too, are very desirable and useful, and find a distinct place in every landscaping. They may be used more liberally, interspersed among the hardwood varieties.

Brief Suggestions to Planters

Each variety is described from the standpoint of its habits. As to height, we have adopted the following broad classification, which will give a fair idea of the comparative size of varieties listed:

Lg. Trees usually attaining a height of fifty feet or more at maturity.

Med. Trees usually less than fifty feet and more than twenty-five feet at maturity.

Sm. Trees commonly less than twenty-five feet at maturity.

Street or Avenue Trees. American Elm, Grafted Elms, Sugar, Soft and Norway Maples, White Ash, American Linden or Basswood.

Lawn and Park Trees. White and Cut-Leaf Birch, Schwedler's Purple Maple, Norway Maple, Catalpa, Flowering Crabs, Flowering Thorns, Elm, and Teas' Weeping Mulberry.

Trees That Thrive in Moist Locations. American Elm, American Lindens, White Ash, Poplars, Willows, and Box Elders.

Ash - Fraxinus

Ash, White (Americana). Lg. A tree of most graceful shape and habit. Fine for street, lawn, grove and park. Spreading in growth. Bark of trunk a clean light gray, foliage attractive, turning to gold and purple in autumn. It is long lived, does not need pruning. Requires good soil and moisture.

Birch - Betula

American White Birch (Populifolia). Med. A small or medium sized, graceful tree. Thrives well in even poor and dry soils. The bark is a grayish white. Rapid grower.

Paper or Canoe Birch. The brilliant white bark is wonderfully effective, particularly in winter and when planted against evergreens. 50 to 60 ft.

Weeping Cut-Leaf Birch (Pendula laciniata). Med. This magnificent tree is, without question, the most popular and the

most planted of all pendulous or so-called weeping trees. It is a tall, slender tree, yet with vigorous growth. It has an erect central trunk, somewhat pyramidal in shape, with graceful, drooping branches and white bark on all the old wood. Has beautiful lacinated foliage.

Butternut; Walnut - Juglans

This species furnishes us two of our grandest, native ornamental trees. In congenial soils they are very valuable tree for all kinds of lawn, park or street planting. They have a characteristic foliage not found in any other species and a delightful effect is produced wherever used.

Butternut, White Walnut (Cinerea). Lg. Very much resembles the Black Walnut. It is a moisture-loving tree and succeeds best on low, rich soils. A broad, open top tree, with light green, compound foliage and gray bark.

Black Walnut (Nigra). Lg. Like the Butternut, it prefers damp soil. It, however, is a satisfactory tree on lighter soils though slower in growth. It makes a uniform street tree and is also a very fine shade tree.

Catalpa

Speciosa (Western). Med. to Lg. A handsome, large-foliaged tree; fine for lawn or landscape planting. Its fine racemes of creamy white flowers in early summer are a distinguishing feature, and its heavy crop of long, pendent "beans" in autumn is unique.

Bungei (Globe-Headed Catalpa). A rapid growing tree with a globe-headed mass of large, heart-shaped, deep green leaves lying like shingles on a roof, always making a symmetrical head; excellent for formal effects; not hardy in Wisconsin. Commonly called "Umbrella Tree".

Crab, Flowering - Pyrus

Bechtel's Double Flowering. (Ioensis). Ultimate height, 10 to 15 ft. A very beautiful small tree, good in the lawn or in coarse shrubbery. Has double pink flowers in May, resembling small roses, borne in great quantities. Has fragrance similar to carnation. Blooms when quite young.

Dolgo. A new crab apple that gives you a happy combination of good fruit with a shapely tree, beautiful in flower and fruit. The fiery red clusters of fruit are a handsome sight. Apple trees are commonly planted back in the garden or orchard. You can put the Dolgo on the lawn in groups or singly and you will find it one of the most pleasing features in all of the planting.

Hopa. A new red-flowered crab. Blossoms when very young. Has beautiful dark reddish colored bark and foliage; covered with beautiful flowers in May. Height about 15 ft. Very hardy.

Floribunda (Japanese Flowering Crab). Literally covered with single rose-colored flowers in early spring, followed by yellow fruit. 10-15 ft.



A STREET PLANTING OF GRAFTED ELMS

VILLAGE OF SHOREWOOD
MILWAUKEE COUNTY, WIS.
P. O. Milwaukee, Wis.

McKay Nursery Company
Madison, Wis.

Gentlemen:

The Village of Shorewood has purchased from your Company several thousand Grafted Elm trees and some quantity of shrubs during the past few years and have had very gratifying results with the material which you furnished. The uniformity of your grade and the thrifty and healthy condition of trees and shrubs supplied have been appreciated and the percentage of loss in transplanting has been very small.

Whenever we are in the market for nursery stock of any description we will certainly submit our requirements to your Company for quotations.

Very truly yours,
H. A. SCHMITT,
Village Manager-Purchasing Agent.

Elm - Ulmus

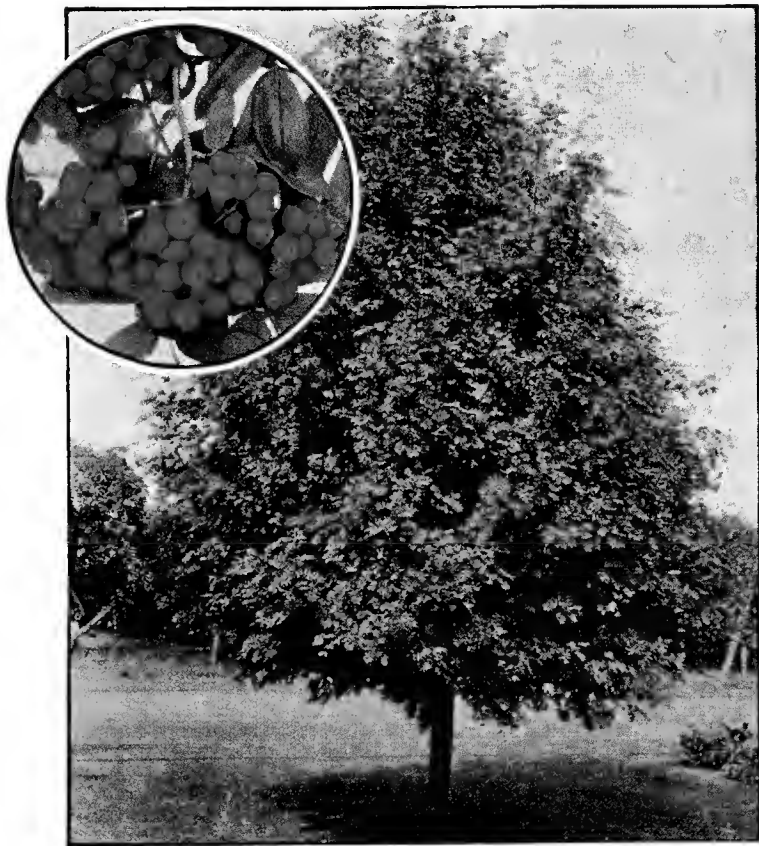
Stately trees combining grace of habit and beauty of outline. They are hardy and of extremely rapid growth when planted in moist loam. No lawn or landscape is complete without them.

American White Elm. (*Americana*). Lg. One of the largely used trees for street planting and as a shade tree for lawns and parks. It is the most characteristic tree of this region and one of the most beautiful.

Chinese Elm. Lg. A new variety, having much smaller leaves than the common Elm. Its main features are its extreme hardiness, ability to thrive in poor soils and dry locations, and it is a very rapid grower.

Grafted Elms

American Elms as grown by nature or as grown from seedlings in the nursery rows, develop into trees of extreme variations. To overcome these variations two select types of Elms, namely, the "Vase Elm" and "Moline Elm," have been developed. These types are propagated by grafting from the parent tree, on selected stocks. This insures their uniform growth and development. By planting a street or boulevard with these types of Elms you are assured that they will develop into trees absolutely uniform in shape and size. We recommend them to the particular buyer. (See cut on page 20).



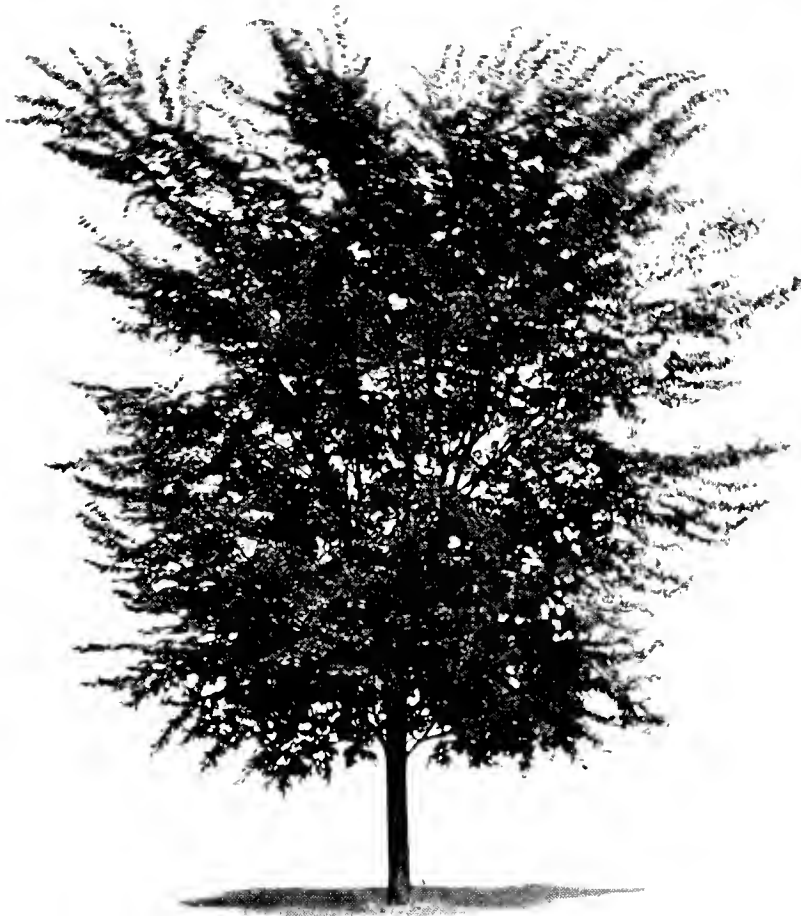
Mountain Ash.

Moline Elm

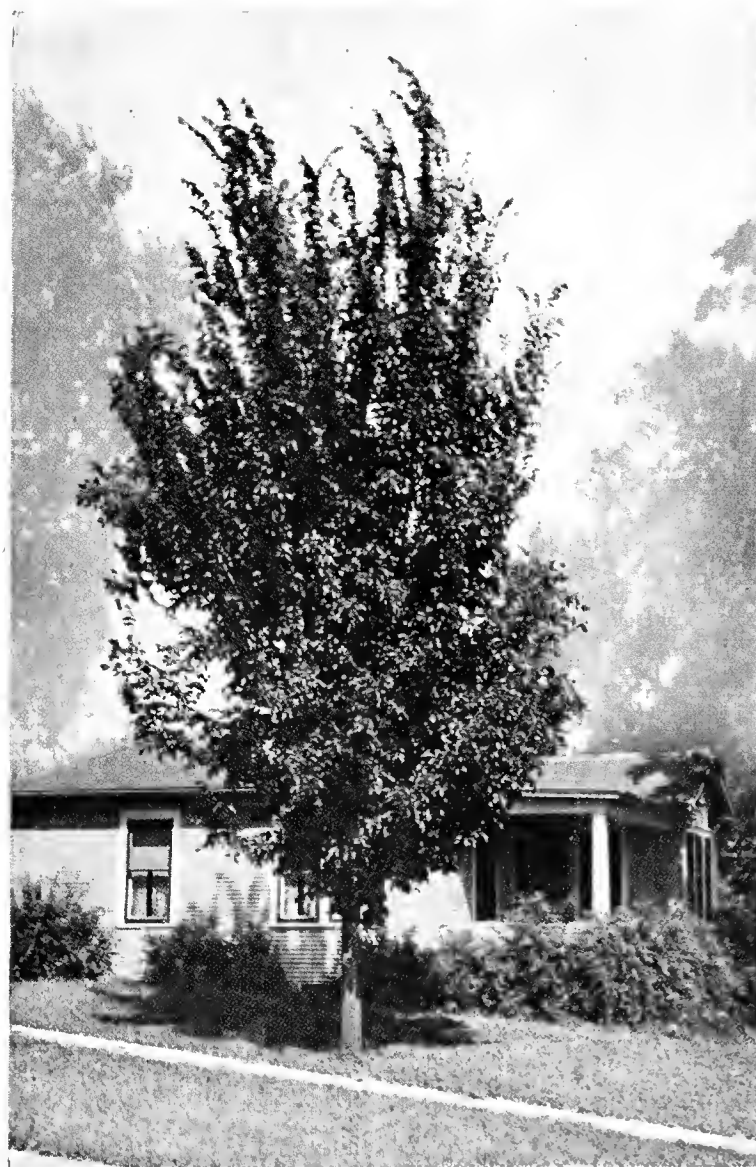
The outstanding characteristic of the Moline Elm is its conical shape and pyramidal growth. Its habit of growth is narrow and upright as seen in the accompanying picture. It develops very heavy and strong branches. The leaves are dark green, deeply veined, and nearly twice the size of the ordinary Elm leaf. In its young growth the bark is smooth and greenish gray in color. Another good feature of this type is that it is an unusually fast grower. The Moline Elm should be planted on narrow streets, or where spire-like specimen trees are desired on the lawn.

Vase Elm

The vase-shaped Elm was named Vase after its characteristic open top or vase shape of branching. The growth is spreading, but still upright, with its top much broader than the center. The young trees carry smooth bark which becomes more rugged as the trees get older. They come out into foliage early in the spring and hold a good dark green color until late in fall. The Vase Elm should be used on wide streets or where a broad growing tree is desired. A street planted to these trees such as illustrated, will prove a sight to behold for generations to come.



Vase Elm.



Moline Elm.



Beautiful Shade Trees Provide the Frame for This Attractive Dwelling.

Honey Locust - *Gleditsia*

Honey or Sweet Locust (*Triacanthos*). Med. A rapid growing tree; delicate foliage of a beautiful, fresh, lively green, and strong thorns; makes an exceedingly handsome, impenetrable and valuable hedge.

Thornless Honey Locust. This is an almost thornless type of the above.

Horse-chestnut - *Aesculus*

European Horse-chestnut (*Hippocastanum*). A tall, massive, stately tree, with an immense, round crown and strong, stiff branches clothed with large, five-parted foliage casting the densest shade of any deciduous tree. In the spring it is one of the most beautiful sights when it displays its innumerable, showy, erect clusters of spotted white flowers.

Larch - *Larix*

European Larch (*Europaea*). 40 to 50 feet. A lofty, rapid growing pyramidal tree, with small, drooping branches and delicate feathery foliage. Valuable for timber. Prefer moist soil.

Linden; Basswood - *Tilia*

American Linden, Basswood (*Americana*). Lg. A well known, stately tree with large, heart-shaped leaves of a pleasing green color. A vigorous grower of pyramidal habit when young, but eventually a large, round-headed tree. A valuable lawn tree and should be more used for this purpose.

Maple - *Acer*

Box Elder; Ash-Leaved Maple (*Negundo*). Med. A rapid growing variety, with light green foliage and spreading head. Very hardy, and succeeds in many sections where other varieties do not thrive.

Norway Maple. (*Platanoides*). Med. Most popular variety of the Maple group, either for the lawn or street planting. It forms a perfect, rounded head, with large, deep green foliage, is very hardy, easily transplanted, very compact in form, grows rapidly, and is exceptionally free from injurious insects. (See picture on page 23.)

Schwedler's Purple Maple. Med. The young shoots and leaves are of a bright purplish and crimson color. They change to a purplish green in the older leaves. A most desirable ornamental tree for the contrast of its foliage.

Skinner's Cut-Leaf Maple. Med. A new origination similar to Wier's Cut-Leaf Maple but having more finely cut or dissected foliage. It has graceful, drooping branches and makes a fine ornamental tree.

Silver or Soft Maple. Lg. A magnificent shade and ornamental tree of rapid growth. It is perfectly hardy and will thrive in any soil and in any locality. The leaves are beautifully shaped and have a silvery gleam.

Sugar, Hard or Rock Maple (*Saccharum*). Lg. A beautiful and always popular tree, growing on a smooth trunk and forming a dense, oval head. The foliage is large and handsome and of a rich, pleasing green, turning to beautiful shades of orange-yellow and red in autumn. It makes a splendid and uniform street tree, and adapted to nearly all kinds of soil.

Wier's Cut-Leaved Silver Maple (*Wieri*). Med. This distinct variety is one of the most beautiful of our hardy trees, having cut or dissected foliage. Its growth is rapid, the shoots slender and drooping, giving it a habit almost as graceful as the Cut-Leaved Birch.

Mountain Ash - *Sorbus*

(See picture on page 21).

American Mountain Ash. One of our most attractive native trees. Its habit is much the same as the European variety, but it is much hardier and the bark is lighter in color. It produces its berries when quite young, which are in large clusters and of orange color. Especially fine for planting among tall shrubbery, with its brilliant berries. 18 to 20 ft.

European Mountain Ash. (*Aucuparia*). Very beautiful, with straight, smooth trunk. Foliage deep green, turning yellow in autumn. Erect growth, 20 to 30 ft. high. White flowers in May, followed by bright orange-red berries which cling all winter. Interesting for lawn or park.

Mulberry - *Morus*

Hardy ornamental trees, thriving in almost any soil. The sweet, fleshy fruits are a great attraction to birds, and on this account they are planted extensively.

Russian Mulberry (*Tatarica*). Sm. As commonly seen it is a low-growing, bushy-topped tree, with small and much lobed leaves.

Teas' Weeping Mulberry. (*Tatarica pendula*). One of the most graceful of weeping trees. Forms a perfect umbrella-shaped head, with long, slender branches, drooping to the ground, parallel to the stem.

Oak - Quercus

Pin Oak (Palustris). Lg. Peculiarly handsome tree when young; used for avenues. Leaves deep green, turning to red in the fall, finely divided. Drooping branches.

Red Oak (Rubra). Lg. A broad tree, rich foliage which turns to a bronzy red in the fall.

Poplar - Aspen; Populus

Bolleana. Pyramidal Silver Poplar. Med. Of recent introduction. A very compact, upright grower, resembling the Lombardy Poplar. Leaves glossy green above and silvery beneath, with a trunk of a bluish hue.

Carolina Poplar. Lg. A very distinct tree in habit of growth and making a straight, upright, somewhat pyramidal head. It is of extremely rapid growth, straight and regular in habit, which fact makes it particularly desirable as a quick growing street tree. The foliage is large, thickly borne, bright and glossy.

Canadian Poplar (Canadensis). Lg. It is extremely hardy. It grows as far north as Edmonton in northern Alberta. The tree is especially adapted to severe and exposed localities.

Lombardy (Fastigiata). A tall, picturesque, spire-like tree, fine for formal planting, such as along avenues or marking the boundary of grounds.

Norway Poplar (Called by some Sudden Saw Log). Very similar to the Carolina Poplar. We consider it a little more stocky grower than the above, and equally as good in every way.

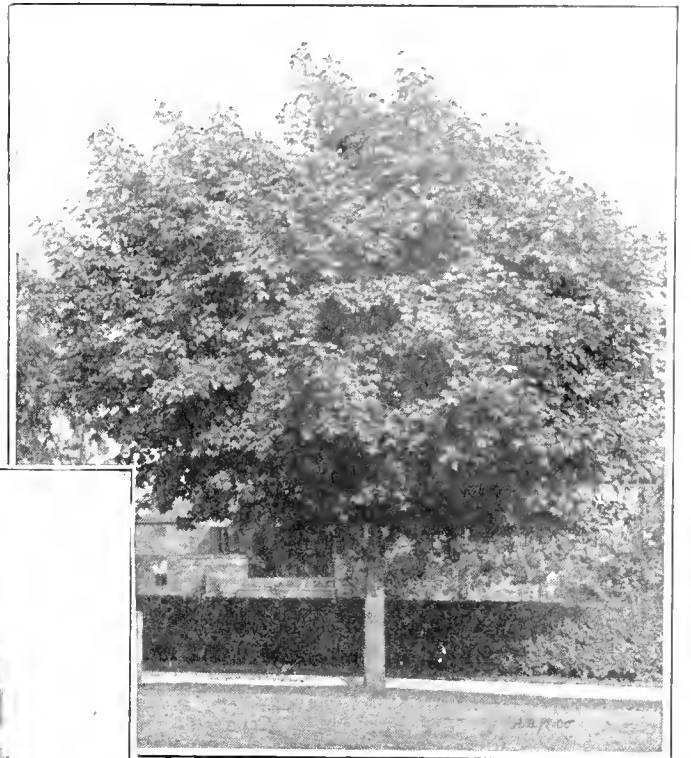
Simon's Pyramidal. Med. A strong, straight, narrow tree which does not grow overly large. A rapid grower of absolute hardiness. Similar to the Lombardy in type of growth, with dark glossy foliage.

Tree of Heaven - Ailanthus

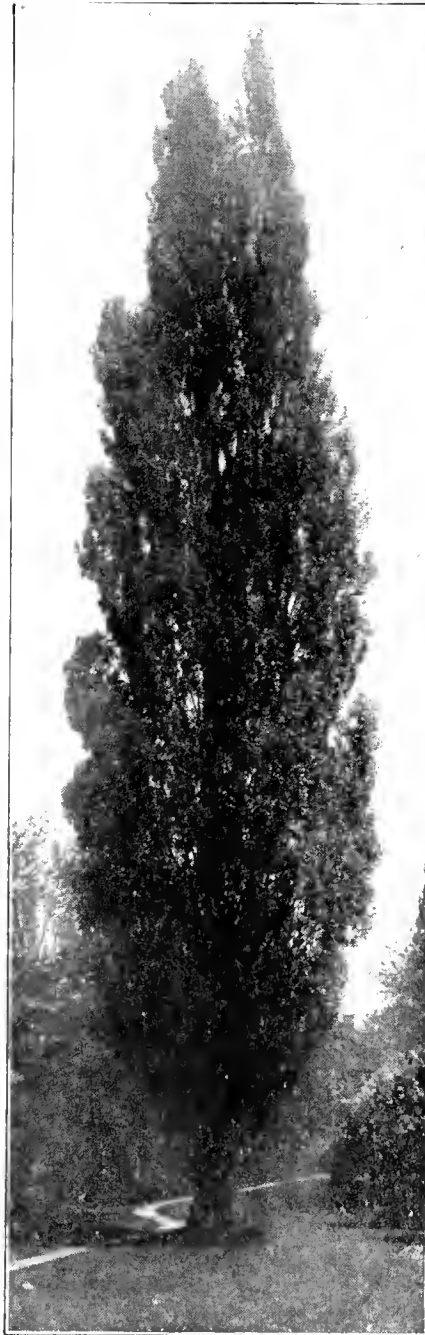
Peculiar tropical-looking tree, with long sprays of odd pinnate foliage, much like Sumac. Grows very tall and spreading. Not extremely hardy. 15 to 20 ft. Very useful for landscape work.



Wisconsin Weeping Willow.



Norway Maple.



Lombardy Poplar.

Thorn - Crataegus

The Thorns are among the most beautiful flowering trees. They are generally dense, low growers, occupying comparatively little space and well adapted to beautify small grounds. The foliage is varied and attractive, flowers very showy and often highly perfumed. The fruit is very effective and ornamental in autumn.

Coccinea. Sm. Dense with thorn armed branches. Attractive, shiny, deep green foliage. Brilliant scarlet berries lasting well. Good for borders and hedges; white flowers in early May.

Cordata (Washington Hawthorn). It has brilliant red fruit that clings to the tree nearly all winter. The foliage turns a bright red in autumn.

Crus Galli (Cockspur Thorn). Sm. A very decorative tree of distinct habit. In May covers itself with a showy bright red fragrant bloom. Leaves are a violent orange and scarlet color in fall. Red berries hang well into the winter.

Paul's Double Scarlet. Sm. One of the best double varieties. Large carmine-red flowers in May. It grows to a small tree and is excellent for specimen planting.

Willow - Salix

Golden Willow (Aurea). Lg. It makes a round topped tree of symmetrical form. The bright clear, golden yellow

bark offers a pleasing contrast wherever used. Valuable for hedge and windbreak purposes.

Laurel Leaf or Bay Leaf Willow. Sm. An ornamental variety of upright growth, forming a round head. Bark is brownish green. Foliage is a deep, shiny green, closely resembling that of Laurel. Thrives equally well on high or low ground. An especially desirable variety to plant near the water.

WILLOW, NIOBE WEeping. A hardy weeping form of Willow, which has yellow branches making the tree attractive in winter as well as summer.

WILLOW, PUSSY. A small bushy tree, a rapid grower and the branches are covered with furry catkins in early spring. It is a very attractive and desirable tree.

WISCONSIN WEeping WILLOW. (Babylonica). Lg. This is a variety which is of particular value in the North, as it is much harder and seems better adapted to the extreme conditions of this section. It is of drooping habit.



McKAY'S Gorgeous Roses

McKay's Gorgeous Roses, queens of the floral garden, are best known for their exquisite beauty and rare fragrance. Essential to the gratifying results they produce is the fact that our roses are all strong, dormant plants, well rooted, plants that have been grown out-of-doors where they have received the very best of painstaking care and attention.

Roses thrive best in clay loam enriched with well-rotted manure. They should also have an open, airy situation, unshaded by trees or buildings wherever possible. Southeastern exposure is the best one. A good, rich soil is a great aid to produce blooms and it is advisable to make it so by working in some well-rotted manure and leaf mold.

All Roses should be cut back closely at the time of planting. For Hybrid Perpetuals remove at least one-half of the previous season's growth annually in the spring. Climbing Roses should first be allowed to partly cover the space desired before trimming back. Old decayed wood should be kept out. After the ground freezes in the fall cover Roses with some coarse dry material like straw or marsh hay. Before

the ground freezes in the fall hill the dirt up around the base of each bush to a height of 6 to 8 inches. Climbers should be taken down and covered.

How to Keep Roses Healthy. It is very important to keep your plants healthy and vigorous and free from diseases and insects. We find that a strong stream of water from a hose applied once a day either morning or night will keep roses free from insects to a large extent. Where this is not practical or if your Roses should be attacked by some of the common insects or diseases we recommend the following remedies:

For sucking insects such as plant lice use "Blackleaf 40" or some other nicotine solution. Mildew and black spot can be controlled with flour of sulphur or Bordeaux Mixture. Arsenate of Lead can be used where eating insects attack your bushes.

Hybrid Perpetuals

American Beauty. Deep, rich rose flowers, of beautiful form, and very double.

Anna de Diesbach. Very large and fragrant flowers of a rich carmine color. A notable, hardy and superior garden Rose.

Alfred Colomb. Dark red. Flowers large, of fine, globular form; a brilliant carmine-crimson. Raised from Jacqueminot. Extremely fragrant flowers, and in every way a superb Rose.

Captain Hayward. A striking brilliant carmine-rose, highly perfumed and of unusual formation, for the center petals stand upright while the outer ones are reflexed, giving the flower a peculiarly attractive appearance. Of medium height, very hardy, produces an abundance of blooms. (See cut on page 26).

Clio. A Rose of perfect form and finish, with broad, thick petals, high, full center, beautiful form, pointed flower. The color is a delicate satiny blush with slightly deeper center.

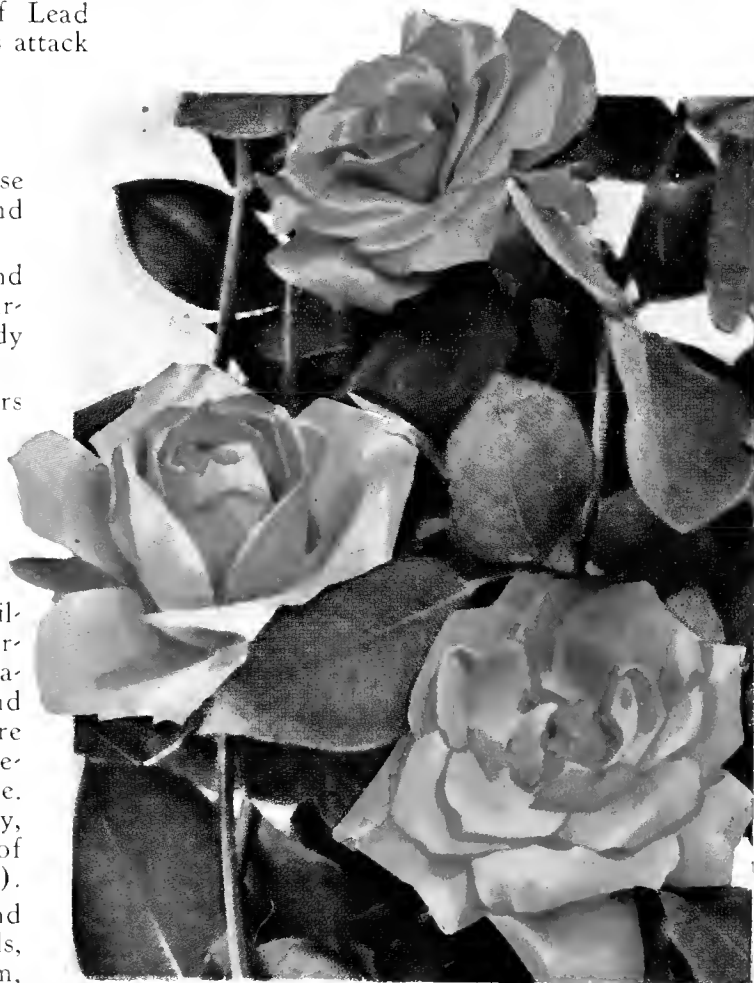


Dorothy Perkins.



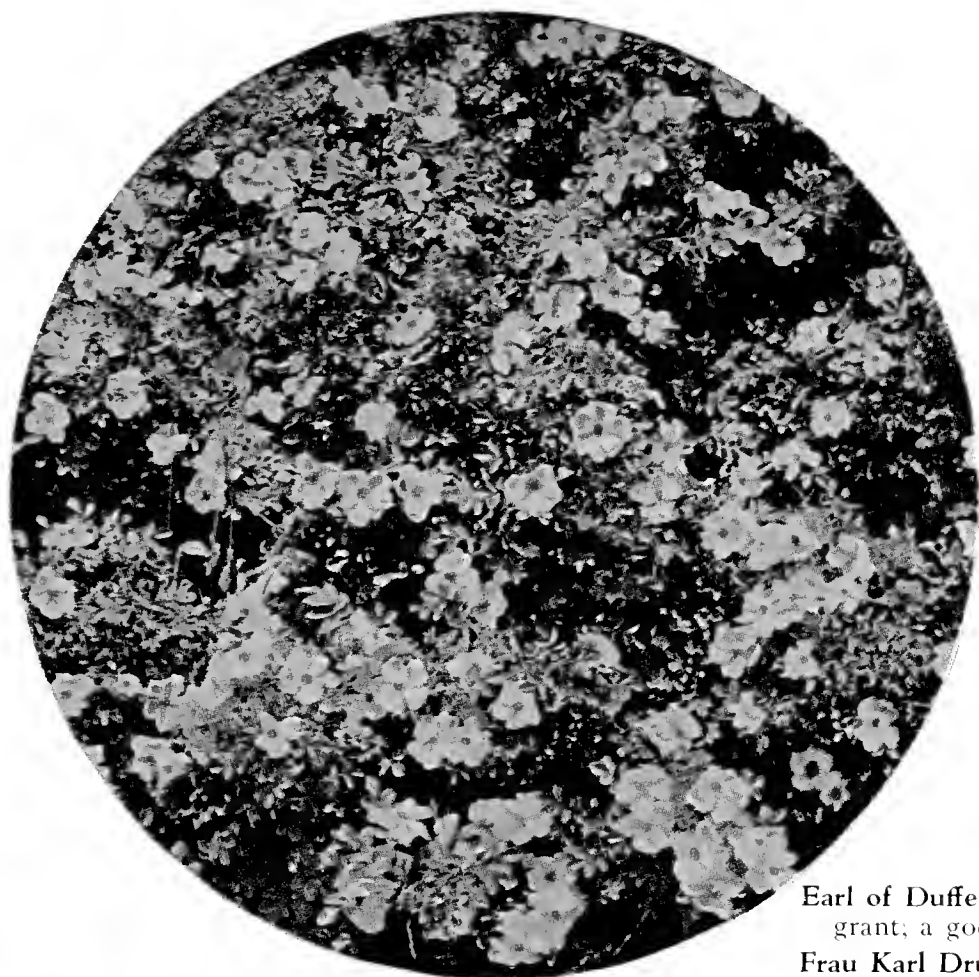
PAUL'S SCARLET CLIMBER

The brightest and purest red of all pillar Roses. Vivid scarlet shaded crimson, semi-double flowers in clusters, that retain their color till they fall, never turning blue, the color being intensified by the numerous yellow stamens. A vigorous grower with a profusion of bloom that remains for a long season.



CLIMBING AMERICAN BEAUTY

Color rosy crimson; flower about four inches in diameter, finely formed on long stems. Blooms very freely in May and June, and occasionally during the summer.



Rosa Hugonis.



Gruss an Teplitz.

Earl of Dufferin. Rich dark crimson, shading to maroon; large, full; fragrant; a good grower; one of the best dark Roses.

Frau Karl Druschki. A pure paper-white, free-flowering, large sized Hybrid Perpetual. The bloom is perfect in form and flowers measure four to five inches across; very double and fragrant; large, thick petals, very durable and handsome. The best white.

General Jacqueminot. Very fragrant; not very full, but large and effective. One of our best garden Roses. (See picture on page 27).

Gruss an Teplitz. An extremely useful and dependable variety, succeeding well all over the United States. A profusion of beautiful, clear crimson-scarlet, fragrant flowers are borne from June until frost on shapely plant. An excellent bedder, and useful also as a hedge, if not cut back.

J. B. Clark. Hardy; deep scarlet, shaded dark crimson; wonderfully strong and upright grower; heavy dark green foliage; flowers very large, full and double; very fragrant. (See picture on page 27).

Marshall P. Wilder. Bright cherry-red; of good size; very fragrant and perfectly double. Plant is a vigorous grower and continues long in bloom. One of the very best.

Mrs. John Laing. Pink, large, fine form, strong stems, fragrant. Profuse bloomer. Fine.

Magna Charta. A bright clear pink; very sweet; large, fine form; double; free bloomer.

Margaret Dickson. Foliage large and dark. Flowers white, with pale flesh center; petals are thick and bell-shaped; quite fragrant; a fine Rose.

Madame Plantier. Pure white, above medium size, produced in great abundance early in the season. One of the best hardy white Roses.

Prince Camille de Rohan. A favorite rose because of its finely formed, dark blood-red or maroon blooms with strong and pleasing fragrance; it is sometimes referred to as the "Black Rose."

Paul Neyron. The largest variety in cultivation. Deep rose color; very full and double. Finely scented, good foliage and free bloomer.

Soleil d'Or. The flower is full, large, globular-shaped, yellow shaded with red. The most satisfactory yellow perpetual for the north.



Frau Karl Druschki.



Paul Neyron.

HYBRID PERPETUAL ROSES—Continued.

Ulrich Brunner. Flowers brilliant cherry-red, large and full, with exceedingly large, shell-shaped petals. A continuous bloomer.

Climbing Roses

These, for their hardiness and profusion of flowers, recommend themselves to all lovers of the beautiful. They are admirably adapted to cover arbors, walls, and any unsightly objects, and are always ornamental in any situation.

American Pillar. Immense clusters of single bright crimson flowers with a clear white eye, on long, strong stems. A very vigorous climber, making plenty of strong canes, with large leathery foliage.

Climbing American Beauty. (See picture on page 24).

Crimson Rambler. Great masses of crimson semi-double flowers, borne in clusters on vigorous plants. Desirable pillar and porch plant, often making shoots from 8 to 15 feet in a season.

Dorothy Perkins. One of the grandest Roses yet produced; the beautiful double, shell-pink flowers come in clusters in great profusion, making a wonderful display; foliage finer, smoother and darker than Crimson Rambler. (See picture on page 24).

Dr. W. Van Fleet. One of the best Climbing Roses in cultivation. Perfectly formed, long-pointed deep pink buds on long stems with several in a cluster, that open a lighter shade of pink, expanding to about 4 inches. It is a vigorous grower, with abundant dark green, glossy, disease-resistant foliage that is a delight to the eye all summer.

Excelsa (Red Dorothy Perkins). A radiant, blood-red cluster rose, as free and double as Dorothy Perkins, of which it is the red prototype. The clusters are very large.

Gardenia (Yellow Rambler; Aglaia). The color is a decided yellow; the flowers are very sweet scented; habit of growth is very vigorous, well established plants often making shoots from 8 to 10 feet in height in a single season.

Hiawatha. A most dependable and useful American rose; large, fragrant, deep, intense crimson, single flowers in clusters shading white at the bases. A strong-growing plant, producing an abundance of bloom and with glossy green disease-resistant foliage.

Mary Wallace. This sensational Climbing Rose makes a strong, upright bush, with large, shiny foliage producing for weeks in the spring and also in the summer and fall, its large, semi-double flowers, four inches across; clear rose-pink with salmon at base of petals. One of the best Climbing Roses. (See picture on page 27).

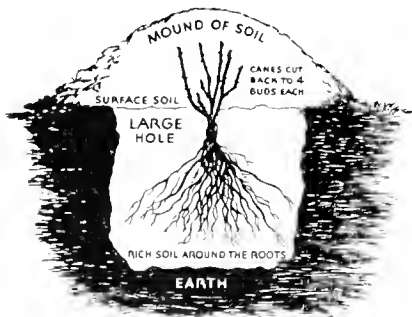
Max Graf. H. Rugosa. An ideal trailing Rose for retaining embankments, covering them with handsome crinkled foliage that is persistent well into winter. Enchanting every spring, this lovely green ground-cover becomes decorated with large, single, apple-blossom-pink flowers. Plant 2 or 3 feet apart.

Paul's Scarlet Climber. (See picture on page 24).



Captain Hayward.

How to Plant Roses



The diagram shows how to prune and plant. Do not plant when temperature is below freezing, nor expose roots to sun or wind. Remove any pieces of broken roots. Soak well after planting. **WATER OFTEN.**

*Plant
Roses
by the
dozens.
A mass
planting
is very
effective.*



"It's Not a Home Until It's Planted"

Spanish Beauty (Mme. Gregoire Stacchelin). A plant of this "Queen of the Climbing Roses" in full bloom is one of the most beautiful sights we have ever seen. Long-pointed buds of crimson open to great urn-shaped flowers of iridescent pearl-pink, with splashes of ruby-carmine on the outside of the petals. These deliciously fragrant blooms are produced so lavishly that they almost hide the plant, and coming as they do on long stems, 12 to 18 inches, they are perfect for cutting. The long bloom-period is followed by the largest Rose seed-pods we know; they are as large as small pears and after coloring are wonderfully decorative.

Tausendschon. An extremely valuable and distinctive rose. The buds are cherry-pink, opening to very double flowers of softer shades, all shades being found in a single cluster. A moderate grower, with glossy, light green, disease-resistant foliage, its smooth canes being almost thornless. A highly desirable variety for covering walls, fences, porches, and pergolas, and unique among climbers.

White Dorothy Perkins. Of the same habit of growth as the Dorothy Perkins. Where a white Rambler is wanted, we recommend this variety.

Wichuraiana or Memorial Rose (Japanese Trailing Rose). A distinct and valuable variety from Japan; it is a low-trailing species, its stems creeping on the earth almost as closely as the ivy. The flowers are produced in the greatest profusion in clusters on the end of every branch, after the June Roses are past. Pure white. Excellent for covering banks and low walls.

Miscellaneous Roses

Baby Rambler, Pink. Dwarf. Large clusters of brilliant rose colored flowers in great profusion. A splendid bedding variety. Blooming all season until buds are killed by severe frost.

Baby Rambler, White. Dwarf. Flowers are borne in clusters of 50 to 75 individual flowers; foliage glossy and finely cut; vigorous, hardy and free blooming. A fine bedding variety.

Hybrid Tea Roses

Hybrid Tea Roses are not very hardy in the Northwest for without very careful winter protection they freeze out, and for that reason we do not list them in our catalog. Nevertheless, many people are planting them because they feel the results they get the first summer are so fine that it is worth the extra effort needed to protect them over winter, and the cost of making replacements annually.

The McKay Nursery Company has a very select list of varieties, and will be glad to quote prices to anyone interested in planting these wonderful roses.



General
Jacqueminot.



Mary Wallace.



J. B. Clark.

Baby Rambler, Red. A dwarf form of the popular climbing Rose, Crimson Rambler, being hardy, vigorous and perpetual flowering. The flowers are well formed, of a crimson-red color, and borne in clusters. Blooms continuously.

Dr. E. M. Mills. New. A hybrid of Rosa Hugonis showing traces of Rugosa blood. The color is light primrose with pink suffusion that becomes more pronounced in the later blooms, which are medium in size, of cupped form, and semi-double. Flowers come singly all along the stem, like hollyhocks.

Hugonis. Takes first place among the single-flowered Roses, and probably among the best shrubs for general garden use. Pale clear yellow, delicately fragrant flowers, borne so abundantly on the long, gracefully arching canes as to form a continuous band of color; foliage small, pale green and distinct, on curious red-tipped twigs. A vigorous growing shrub that blooms profusely and very early—just before Bridal Wreath time. (See picture on page 25).

Harrison's Yellow. Perfectly hardy, semi-double; blooms early.

Persian Yellow. Flowers double and full; deep golden color; blooms freely in June. Finest hardy yellow Rose grown.

Moss Roses

The Moss Roses are favorites with everyone, on account of the beautiful buds, which for bouquets and cut flowers are invaluable.

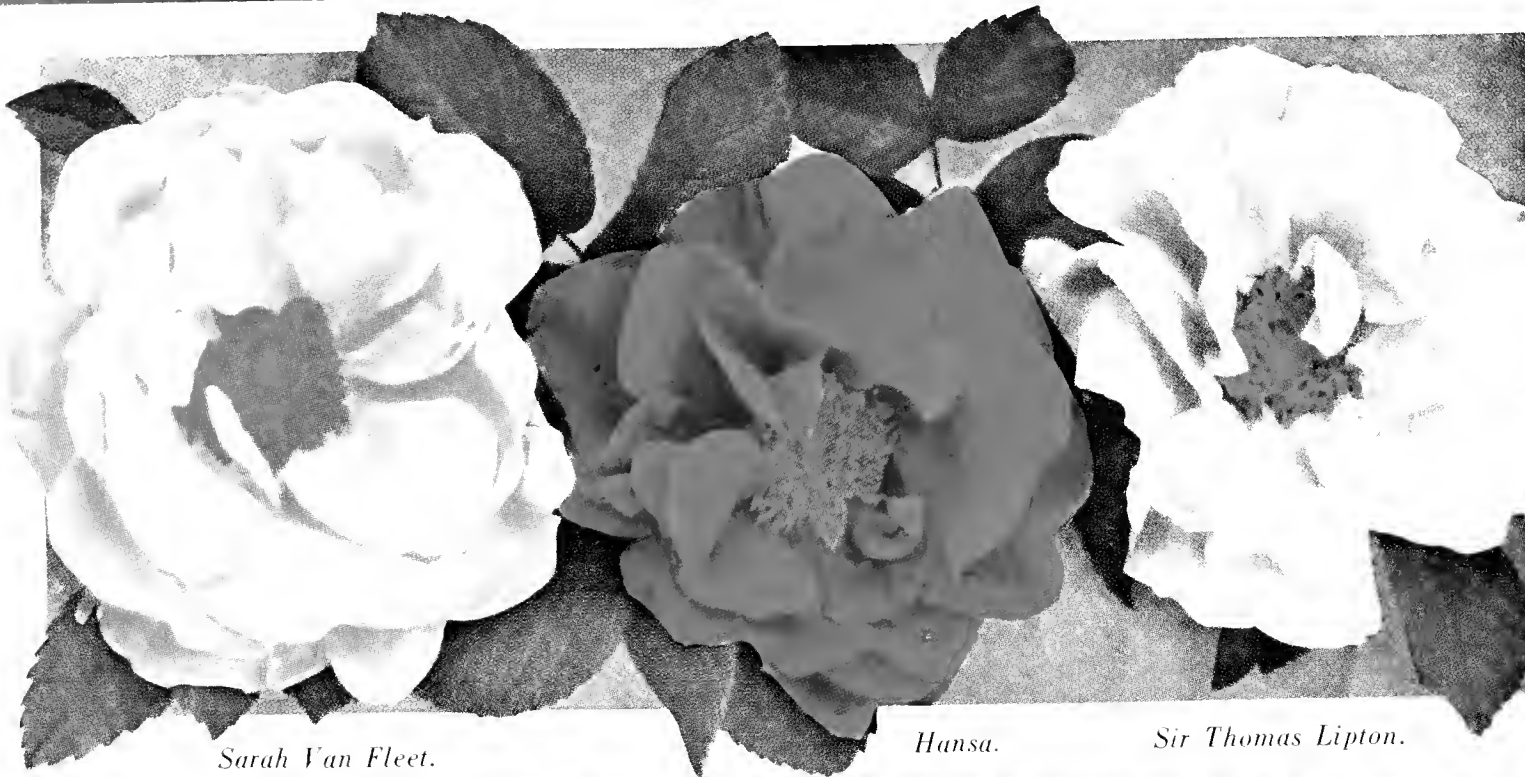
Blanche Moreau. Pure white, large, full and of perfect form.

Crested Moss. Deep pink buds, surrounded with mossy fringe.

Glory of Mosses. Color pale rose.

Henri Martin. Unusually well mossed buds opening to deep carmine blooms.

See the next page for colorful illustrations of other popular varieties of McKay Roses.



Sarah Van Fleet.

Hansa.

Sir Thomas Lipton.



Red, White and Pink Baby Ramblers.



F. J. Grootendorst.



Excelsa in Foreground. Gardenia on Arch.



Prairie or Bush Roses

These are used more and more each year in landscape work for grouping amidst other shrubs. They are mostly single-flowered, are very hardy and need no protection.

Blanda. Soft pink flower 2 inches across, borne in clusters and followed by red pods. Strong growing, thornless canes from 3 to 5 ft. high. Hardy and desirable for planting in borders and thickets.

Carolina (Marsh Rose). A tall growing wild Rose with single, pink flowers, followed by showy red fruit. Prefers moist situations.

Rubiginosa (Sweetbriar). Most valuable on account of its deliciously scented foliage. Flowers are single, pink.

Rubrifolia. A very unusual Rose because of the peculiar reddish foliage. The flowers are single pink 1½ inches across and borne in clusters of one to three and more blooms. Upright grower having slender purplish branches and few thorns. Prefers partial shade.

Setigera (Prairie Rose). A hardy climbing Rose, with large, single, pink flowers in clusters, blooming after others are gone.

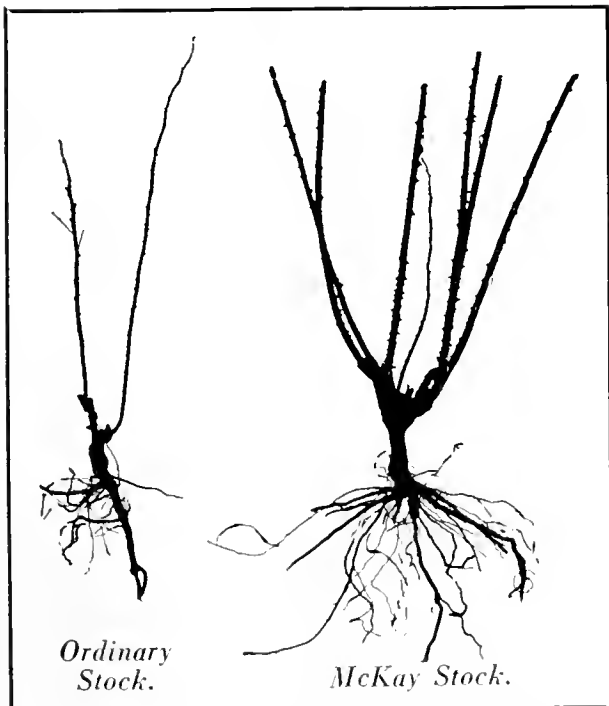
Rosa Rugosa Rubra

This class of Roses originated in Japan. They are very hardy, vigorous growers and not troubled with insects. They have thick, leathery, glossy green foliage, and the flowers are followed by bright scarlet seed pods, making them attractive in fall. They are equally desirable as single specimens or hedge plants. Single red flowers.

Hybrid Rosa Rugosa

This group have been rightly called "Eskimo Beauties" because of their extreme hardiness in the North, besides being one of the most beautiful classes of roses grown. The Rugosas have a tough wood with thick leathery dark green foliage which in most instances is entirely free of insects or diseases. They are vigorous growers, ranging from 4 feet and up, depending on the variety. All types of Rugosas are greatly benefited by severe pruning at least every two years. They should never be allowed to become "leggy".

Many beautiful hybrids have been produced by crossing the original Rugosa with the various Tea, Hybrid Tea and Rambler Roses; the flowers are followed by brilliant seed pods which hang on nearly all winter. The Rugosas have many uses. They may be used as specimen plants on the lawn, planted among shrubs or as hedges. Our list comprises the very best varieties. (See picture on top of page 28).



McKay Roses are strong, healthy, field grown plants that invariably bloom the first year.



Rosa Setigera.

Agnes. A new Rugosa double, coppery yellow buds and flowers which become pale amber-gold upon opening. They are well shaped, sweetly fragrant and freely produced in early summer. The growth is moderate but hardy.

Amelie Gravereaux. The small to medium sized buds are borne several together, opening to double, cupped, dark purplish red blooms of good fragrance and borne on long, strong stems. The plants are vigorous, producing blooms freely until fall.

Belle Poitevine. Clusters of large, semi-double, open blooms of soft pink. The plants produce an abundance of foliage, and bloom moderately but continuously all summer.

Chas. F. Worth. Does not grow as tall as Hansa or Belle Poitevine. Blossoms are fine shade of red, very fragrant, double.

Conrad F. Meyer. Color silvery rose, fragrant, large, very double, and blooms all summer. The foliage does not show so much of the Rugosa type.

F. J. Grootendorst. Beautiful, small, red flowers in clusters, with the edges of each petal serrated. The plant is a strong grower and bushy, with leathery, wrinkled, disease-resistant foliage, and blooms continuously till frost. A new type of Rose that has been described as a Rugosa plant with the blooms of a red carnation. Should be severely pruned back each spring. (See picture on page 28).

Hansa. Deep violet-red, double. Buds are borne in clusters and nearly all open at once. Has the true Rugosa foliage, and is one of the most valuable Roses we have. It is absolutely hardy.

New Century. Clusters of full, very double flowers, of clear flesh-pink. A moderately growing plant 2½ to 3 feet high, of bushy habit, with light green wrinkled foliage and few thorns.

Pink Grootendorst. The habit of the plant and shape of bloom are the same as the parent, F. J. Grootendorst, but the color is clear, light shell-pink. The flowers come in clusters, their fringed petals making them like pink carnations. Makes a delightful, constant-blooming hardy Rose.

Sarah Van Fleet. Makes a shapely bush, perfectly hardy, and produces quantities of fragrant, cupped blooms of apple-blossom-pink with deeper pink inside. The buds are long and dainty and the flowers are fairly large, semi-double, and come in clusters. They have an enchanting old-rose fragrance. It should be given a space of 4 to 5 feet for symmetrical development.

Sir Thomas Lipton. The best pure white Rugosa Rose. Strong and vigorous; grows four feet high. Flowers double, pure snow-white. Fragrant, borne continuously throughout the season. Absolutely hardy everywhere. Splendid for hedging, cemetery and park work.



McKAY'S Hardy Climbing Vines

Ampelopsis - Ivy

Virginia Creeper or American Ivy. (*Quinquefolia*). A perfectly hardy, rapid climber, with large, five-lobed leaves which change to bright scarlet or crimson in autumn.

Englemann Ivy. Shorter jointed and having finer foliage than *Quinquefolia*. Clings to brick or stone. A good grower and hardy. The best for the North and Northwest.

Boston or Japan Ivy. (*Veitchii*). From Japan. It is a splendid plant for covering any object, as it clings perfectly to the smoothest surfaces. The foliage is a bright glossy green, changing to bright tints of scarlet, crimson and orange. Kills back some in a cold, dry climate.

Aristolochia

Dutchman's Pipe (*Sipho*). A native species of climbing habit and rapid growth, with magnificent light green foliage; 10 to 12 inches in diameter, and curious, pipe-shaped, yellowish brown flowers; a splendid variety for archways or verandas.

Clematis

This family of plants is noted for its rapid, slender growth, delicate foliage and profusion of bloom through the summer. They do best in rich soil, and where they can have plenty of sun. We give a few of the best only. Give winter protection in this section.

Henryi. A robust plant and free bloomer. Flowers large, creamy white.

Jackmani. Flowers are large, intense violet-purple. Remarkable for its velvety richness. It is a free grower and an abundant bloomer. The petals have a ribbed bar down the center; broad central tuft of pale green stamens.

Madame Edouard Andre. Flowers a beautiful, bright, velvety red.

Paniculata. One of the most desirable and beautiful hardy garden vines, being a luxuriant grower and profuse bloomer, and possessing fine foliage; particularly useful for covering verandas, pillars, fences, etc. Flowers are medium size, star-shaped, white.

Celastrus - Bittersweet

Bittersweet (*Scandens*). A native climbing or twining plant, with fine, large leaves, yellow flowers and clusters of orange capsuled fruit. It grows 10 to 12 ft. in a season.



Silver Lace Vine.



Clematis Paniculata.

ing vine. It is covered with a foamy spray of delicate white flowers which appear late in the summer and usually last until frost. A strong grower and 2 plants will provide a good start in covering an ordinary porch the first year. The vine often grows as much as 25 feet in one season.

Tecoma - Trumpet Flower

Trumpet Creeper (*Radicans*). A splendid, hardy, climbing plant, with large, trumpet-shaped scarlet flowers in August.

Wisteria

Chinese Purple Wisteria (*Sinensis*). One of the most elegant and rapid growing of all climbing plants; attains immense size; has long, pendulous clusters of pale blue flowers in May and June; also blooms late in autumn.

Vines are the lace and frills of nature's dress. They beautify barren walls and fences; they soften the hard architecture of buildings. They will quickly drape themselves over a trellis or arbor, providing beauty of leaf and flower as well as cooling and refreshing shade. There is a vine for every purpose.



Englemann Ivy.

Climbing Honeysuckle - Lonicera

Favorite vines with delightfully fragrant flowers. Perfectly hardy and adaptable to any purpose.

Hall's Japan (*Halliana*). An almost ever-green variety, with pure white flowers, changing to yellow; very fragrant and a vigorous grower. Covered with flowers from July to October. Best blooming of all.

Monthly Fragrant (*Belgica*). Flowers red and pale yellow, sweet scented; blooms through the summer.

Scarlet Trumpet (*Sempervirens*). Flowers deep red, trumpet-shaped; flowers all summer; a native climber and appropriate for trellises and rockwork. One of the handsomest.

Lycium - Matrimony Vine

A vigorous climbing vine, with small, star-shaped, purple flowers, succeeded by bright scarlet berries, which remain on the vine all winter. It is hardy and will thrive almost anywhere.

Silver Lace Vine

(*Polygonum Auberti*). The name gives a very good description of the beautiful lacy appearance of this late blooming

McKAY'S Colorful Perennials



Bleeding Heart (Dicentra).

Many home owners feel that their planting plans are not complete without including a proper proportion of hardy flowering plants. The ease of maintenance together with the varied scope of usefulness account in large measure for the importance of these offerings.

ACHILLEA, The Pearl. Small, double white flowers, covering plant in July. Invaluable for borders. 2 ft.

ALYSSUM, Saxatile. Very small golden yellow flowers, completely covering plant in early spring. Very showy; fine for the rock garden.

AQUILEGIA (Columbine). Handsome, long-spurred flowers, borne on long stems above masses of beautifully lobed and cut foliage. The flowers are quaint in shape, exquisite in color and stay fresh a long time after cutting. Grows 18 to 24 inches high and blooms in spring and early summer.

ARABIS, Alpina. Fine rock plant, low growing and completely covered with snow white blossoms in early spring.

Asters - Fall Blooming Asters

Climax. A fine, tall growing variety. Flowers very large, semi-double, pale lilac-blue. Blooms in August and September. 3 to 5 feet tall.

Blue Gem. Huge panicles of fine, clear blue daisy-like flowers.

St. Egwin. Very similar to Blue Gem, except the blossoms are pink.

ALPINE ASTERS. Lovely little plant, growing six to twelve inches tall, producing a profusion of clear blue, daisy-like blossoms in early summer. Suitable for the rock garden.

BLEEDING HEART (Dicentra Spectabilis). The old-time favorite, with daintily lobed foliage and sprays of pink, heart-shaped flowers. Blooms April to June. 2 feet high.

Campanula - Bellflower

Canterbury Bell (Medium). Among the many plants flowering in late May and June, the Canterbury Bells are among the showiest. They come in a mixture, ranging through various shades of white, blue and pink. Grows 2 to 3 feet.

Carpatica. A dwarf form of the Canterbury Bell, for the rock garden. The plant when in bloom is between 6 and 12 inches tall, completely covered with small, blue, bell-shaped flowers.

COREOPSIS. Showy and valuable free-flowering perennials, continuing in bloom the entire summer. Large yellow flowers on long stems; fine for cutting; early summer until frost. 3 feet.

CHRYSANTHEMUMS. The small flowered, hardy pompon Chrysanthemums are becoming very popular again; they are the only perfectly hardy ones we have, and give showers of bloom long after frost in the fall. Can be planted only in the spring. We can supply red, white, yellow or pink.

DAISY, SHASTA. This is one of the most popular perennials, growing 18 to 24 inches high and bearing during June and July great masses of daisy-like flowers, with white petals and yellow centers, 4 to 5 inches in diameter. It is valuable as a cut flower, as the blooms will last 2 weeks or longer in water.

Delphinium - Larkspur

Perhaps the most popular perennial grown. They are in bloom from June to September. Very hardy and of easy culture.

Belladonna. The most beautiful sky-blue flowers. Blooms most of the summer until frost. Tall spikes, 3 to 4 feet high.

Bellamosa. Of the Belladonna type, with the dark blue color of the old-fashioned Larkspur.

Gold Medal Hybrids. A fine strain of mixed hybrids in various blue shades. 4 to 5 feet high.

English Hybrids. They have immense spikes of the most beautiful flowers of every imaginable shade of blue and their season is long; in fact, they bloom nearly continuously from spring until fall. A large percentage of them will run double. Our strain of these is the finest obtainable as it is raised from seed direct from Blackmore & Langdon of England, the originators. 5 to 6 feet high.

Wrexham Hybrids. Similar to the English Hybrids. Often referred to as the Hollyhock strain. Blues and lavenders in all shades, and mostly double. 5 to 6 feet high.

Dianthus

Barbatus (Sweet William). The old-fashioned Sweet William. Assorted colors. Our strain of this variety is the finest obtainable. 1½ to 2 feet high. June and July.

Deltoides. A small Dianthus that is fine for the rock garden. Never over 6 to 12 inches high and completely covered with small, brilliant red flowers in midsummer.

Plumarius (Hardy Pinks). A low growing variety seldom exceeding 1 foot in height. Blooms profusely during June and July. Have very spicy fragrance. Fine for the rock garden.

FUNKIA lancifolia (Lavender Day Lily). Narrow lancelike leaves with spikes of lavender flowers. 1 foot tall. Very fine for bordering and also does well in the shade.

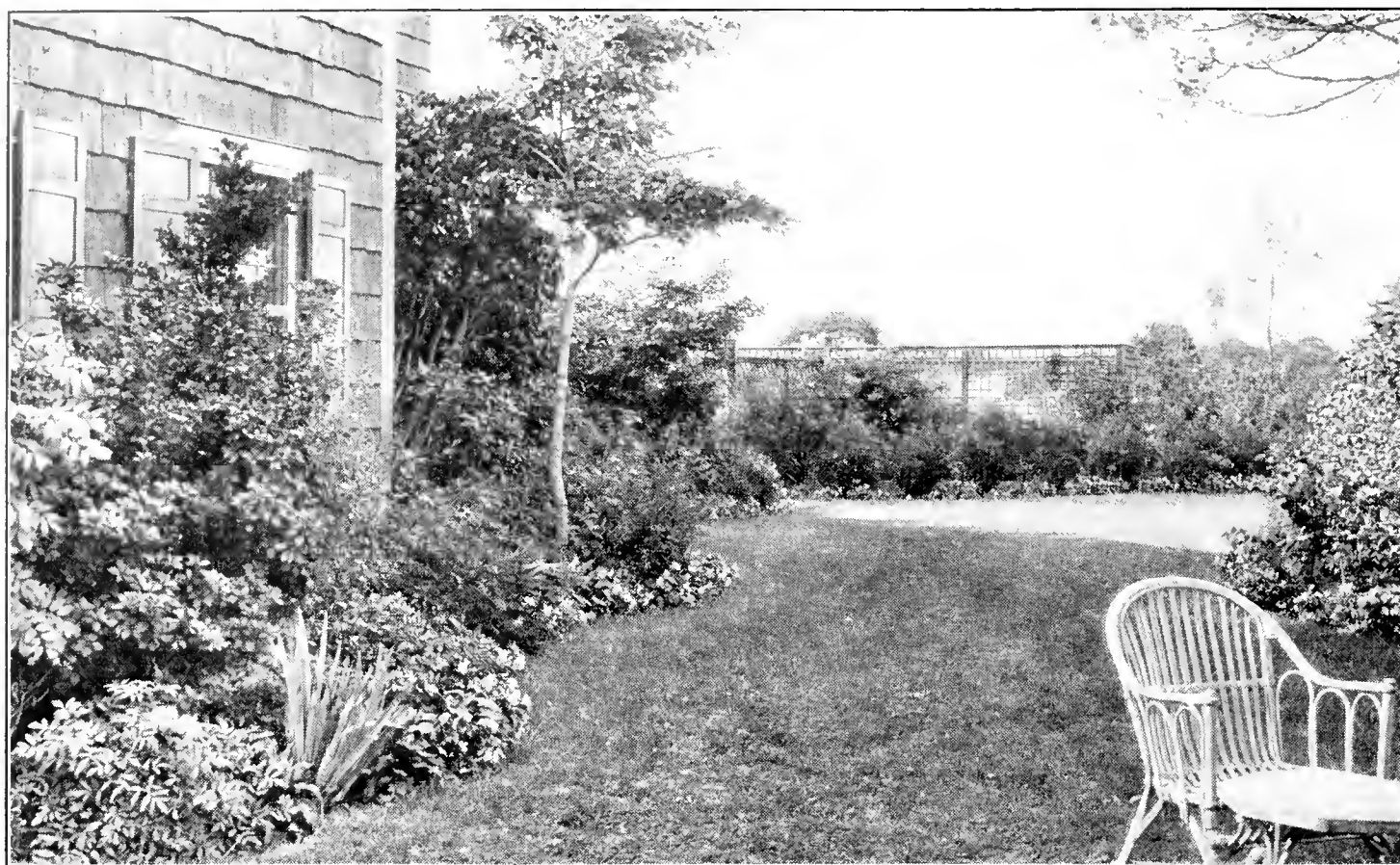
FUNKIA grandiflora (White Day Lily). Pure white, lily-like flowers. A profuse bloomer. 2 feet.



Oriental Poppies.



Dianthus Barbatus (Sweet William).



THERE is no more restful place to forget your cares and troubles than in an outdoor living room designed and built along proper lines

GAILLARDIA (Blanket Flower). A very ornamental, hardy perennial. Flowers crimson and gold, 2 inches across with a red center. Very showy. Blooms from early summer until autumn. Likes a light soil. Must have winter protection.

GYPSOPHILA (Baby's Breath). Produces large panicles of very small white flowers. June, July and August. Fine for decorating in connection with highly colored flowers.

HEMEROCALLIS (Yellow Day Lily). A pretty plant, with long, narrow leaves and fragrant, lemon-yellow Lilies from July to September. Grows 1½ to 2 feet high.

HOLLYHOCK. The well known tall and stately favorite of the old-time garden, but so much improved that they would not be recognized by the old growers. Our strain is the finest, the seed originally obtained from Germany. They are mostly double and in mixed colors. They bloom in July and continue for weeks.

Iris

No flower in the perennial border surpasses the Iris in delicacy of texture and color, or is more showy and pleasing in general appearance. They rival the orchids of the tropics in beauty. Our price list contains a list of the named varieties we supply.

German. One of the most interesting of all perennials, with magnificent flowers in all colors. Has broad, lancelike foliage and the wonderful flowers are produced on long stalks. May and June. Blue, pink, purple, white and yellow.

Japan. The most gorgeous of all the Irises, with large, flat flowers of three or six petals in all colors of the rainbow, veined, splotted and striped in a bewildering manner. Blooms in July after the German Iris is through. Needs winter protection.

Siberian Purple. It is very persistent, and will hold its own in blue grass sod. Foliage long, slender and graceful; flowers borne on slender stems about 18 inches to 2 feet high, usually two or three flowers on a stem. Flowers deep, clear purple; very graceful. Perfectly hardy.

JAPANESE SPURGE (Pachysandra). A trailing plant 6 to 8 inches high, forming broad mats of bright glossy green foliage and small spikes of flowers during May and June. A ground cover which grows in all shady situations and under Pine trees.

LIATRIS (Blazing Star). Very unusual and beautiful. It blooms in midsummer and throws up long, narrow spikes of rich purple flowers which last a long time. 2½ to 3½ feet high.

LILY-OF-THE-VALLEY. As hardy as any plant can possibly be, and when planted in the open ground will increase rapidly. The well known Lily-of-the-Valley that blossoms in early summer.

LINUM (Flax). Lovely low plant with dense, fernlike, blue-green foliage, covered with bright sky-blue, bell-shaped flowers all summer. Fine for either the perennial border or the rockery.

MALLOW, ROSE (Hibiscus). The Mallows are valuable border plants, having handsome, broad leaves and large, showy blossoms resembling large, single hollyhocks. 3 to 4 feet high.

MONARDA. Showy and brilliant perennial, with large heads of fragrant, scarlet flowers. Grows 1½ to 2½ feet high, and flourishes in any soil. A beautiful adornment to the flower garden. June-August.

PHLOX subulata. The well known creeping Phlox for the rock garden or perennial border. The foliage is fine, but compact, and the plant is completely covered with blossoms in May. We can supply either blue or pink.



German Iris.

Phlox

One of the favorites of long ago, in which great improvement has been made by cultivation. From the old-time clusters of purplish pink flowers has been evolved a most magnificent family of hardy perennials, bearing enormous trusses of magnificent flowers in every conceivable shade of color.

Beacon. A brilliant cherry-red.

Count Zeppelin. A fine pure white with scarlet-red eye.

Enchantress. Fine salmon, with darker eye.

Ethel Pritchard. A beautiful mauve-pink. Huge panicles.

Firebrand. The most popular scarlet today.

Milly. Fine strong growing pink.

Miss Lingard. A well known early white. Large panicles.

Mrs. Jenkins. An old variety but still one of the best whites.

Mrs. Scholten. A fine salmon-pink.

R. P. Struthers. A well known variety and still one of the best reds.

Rijnstroom. A fine large-flowered salmon-pink.

POPPY, ORIENTAL. For a gorgeous display of rich brilliant coloring, nothing can excel the Oriental Poppies during their period of flowering in May or June, and whether planted singly or in masses their large flowers and freedom of bloom render them conspicuous in any position. See cut page 31.

PYRETHRUM (Painted Daisy). Easy to grow and perfectly hardy. Invaluable for cut flowers from early summer to fall. The flowers are on long stems and are somewhat aster- or chrysanthemum-like. The strain we grow includes many colors and types—some double and some single. A very fine perennial.

RUDBECKIA (Purple Coneflower). Large, daisy-like flowers of purplish lavender with brown centers, from midsummer until frost. Very fine and hardy. 3 to 4 feet high.

Sedum - Stonecrop

Acre. A spreading type, often used for covering graves. Has bright yellow flowers. Fine for the rock garden.

Album. Another spreading type with thick, waxy foliage and white flowers. Plant in the rock garden.

Sarmentosa. A fine creeping sort often used for filling between rock crevices, etc.

Spectabilis. A dwarf plant with light, fleshy, glaucous foliage and covered with flat heads of pink flowers that are retained on the plant for a long time. Will grow almost anywhere excepting moist places. Indispensable for late planting, blooming in September.

VERONICA. July to September. One of the handsomest blue flowering plants. Perfectly hardy and increases in strength and beauty each year. Spikes completely studded with beautiful blue flowers; fine for cutting and one of the best plants for the hardy border.



Mixed Pyrethrums.

VINCA minor (Periwinkle). A trailing evergreen perennial, used as a ground cover under shrubs or trees. Also used extensively for a grave covering. Will grow in very shady conditions. The foliage is a dark glossy green and the flowers are bright sky-blue, producing a lovely effect.

VIOLA. A very fine border plant. Flower resembles a huge violet. Blossoms continually from May to October. Should be clipped back several times throughout the blooming season so no seed pods form. Easy to grow. We can supply either yellow or purple.

YUCCA. Creamy white, bell-shaped flowers in July, borne in great profusion on a magnificent stalk, 4 to 5 feet high. Fine for planting in front of evergreens.

TABLE of PERENNIAL FLOWERS and THEIR CHARACTERISTICS

COLOR LEGEND	
B — Blue	R — Red
O — Orange	W — White
Pi — Pink	Y — Yellow
Pu — Purple	

Variety	Height	Color (See Legend)	Type of Flower	Sun or Shade	Remarks
Early Spring Bloom (May)					
Bleeding Heart	2 ft.	Pi	Drooping raceme	Partial shade	In rich soil; blossoms all summer. For perennial border or rock garden. Old-fashioned flower, should be in every garden.
Lily-of-the-Valley	8 in.	W	Small spike, bell	Partial shade	
Viola	6 in.	Y, R, B, Pu	Violet shape	Sun	
Aquilegia	18 in.	W, Pi, Y, R, B	Bell-shaped spurs	Either	
Iris, German	18-30 in.	B, Pu, P, Y, W	Spikes	Sun	
Oriental Poppy	2 ft.	R, O	Large saucer, single	Sun	
Early Midsummer (June-July)					
Paeonia	2-3 ft.	R, Pi, W	Large balls	Sun	You should have paeonias even though no other flowers. Semi-hardy; good cut flower. Very good plants for the perennial border. Showy; good cutting flowers. If cut frequently, will bloom long time. For perennial border and rock garden. Very good cutting flowers. Very satisfactory border flower, or for naturalizing. Plant to rear of perennial border or along garage or fence in large groups. Border, rock garden, naturalizing
Pyrethrum	18 in.	Pi, R, W	Daisy shape	Sun	
Shasta Daisy	2 ft.	W		Sun	
Coreopsis	18 in.	Y		Sun	
Gaillardia	2 ft.	Y, R		Sun	
Hardy Pinks	12 in.	Pi, R, W	Daisy shape	Sun	
Sweet William	12 in.	R, Pi, O	Daisy shape	Sun	
Yellow Day Lily	2 ft.	Y	Lily flower	Either	
Larkspur	3-4 ft.	B, Pu	Large spike	Either	
Hollyhocks	4-6 ft.	R, Pi, Y, W	Large spike	Sun	
Siberian Iris	2 ft.	B, W	Small spike	Sun	
Late Midsummer (July-Aug.)					
Campanula	2 ft.	B, W	Cup-shaped bells	Sun	Border, rock garden.
Lavender Day Lily	18 in.	B	Lily	Either	Fine for edging perennial border, does well in shade.
Gypsophila	2 ft.	W	Baby's Breath spray	Sun	A little of this helps any flower bouquet.
Phlox	2-3 ft.	R, Pi, W	Large heads	Sun	An old garden favorite, very satisfactory.
Platycodon	18 in.	B, Pu	Bells on spike	Sun	Perennial border, rockery.
Yucca	3-4 ft.	W	Long spike	Sun	Perennial border accents, also among evergreens.
Tiger Lily	3-4 ft.	O, R	Lily	Partial shade	Grows in any soil.
Monarda	2 ft.	R	Daisy	Sun	Perennial border, rockery.
White Day Lily	18 in.	W	Lily	Either	Good accent plant for perennial garden.
Fall Bloom (Sept.-Oct.).					
Boltonia	4-5 ft.	W	Daisy	Either	Perennial border, or for naturalizing.
Hibiscus (Mallow)	3-4 ft.	R, Pi, Y, W	Large saucer, single	Sun	Plant like hollyhocks, in large groups.
Sedum	12 in.	Pi	Flat heads	Sun	Excellent for border or rock garden.
Fall Aster (Hardy)	3-5 ft.	B, Pi, Pu	Daisy	Sun	Unusually satisfactory fall flower for tall border.
Chrysanthemum	3 ft.	R, Pi, Y, W	Double daisy	Sun	Last flower to bloom before winter sets in.



Peonies

Fine hardy plants, rivaling the rose in perfection of bloom and coloring, and requiring little care, as they thrive and do well in any soil. Colors range from pure white to deep crimson. Can be planted in September or October and in the spring. Those listed are double unless indicated.

AMERICAN BEAUTY. Late bloomer; unusually fragrant; strong grower. Resembles American Beauty rose in color; very double.

AVALANCHE. White. A large, compactly built, globular, cone-shaped flower. The blossom develops a distinct creamy white color which surrounds a center of delicately tinted lilac-white petals with a few petals edged with tracings of carmine. Midseason.

BARONESS SCHROEDER. White. This is considered one of the finest Peonies grown. When the buds first open, they are a delicate blush, but the flower soon fades to a milky white. It comes into bloom late, after most of the white Peonies are gone.

DEFIANCE. Single flowering; early bloomer. This is one of the best single flowering varieties; blooms profusely; color light red.

DELICATISSIMA. Pale lilac-rose. Midseason. Similar to Floral Treasure.

DUCHESSE DE NEMOURS. Sulphur-white with greenish reflex. One of the finest for cut flowers. Early.

EDULIS SUPERBA. Very large bloom of perfect shape, fine brilliant pink shaded violet, intermixed with narrow whitish petals, silvery reflex; one of the best early cut flower varieties.



Karl Rosenfield.



Festiva Maxima.

FELIX CROUSSE. Brilliant red, ball-shaped bloom; the popular color with florists; rather late.

FESTIVA ALBA. Large, globular, pure white; beautiful and sweet.

FESTIVA MAXIMA. This is the most beautiful of all white Peonies. The flowers are of extra large size, in clusters, and petals as fine as silk. Pure white, with a crimson drop in the center.

FLORAL TREASURE. Color bright pink; very large and double; exquisitely fragrant. A splendid bloomer.

KARL ROSENFELD. Red. This is a brilliant and striking variety. It comes into bloom early midseason. The flowers are very large, semi-rose type, and slightly fragrant.

LOUIS VAN HOUTTE. Dark red; medium season; very early and free blooming. The king of the dark red, as seen in the distance it fairly glows like a ball of fire. Very striking and effective in bouquets.

MADAME DE VERNEVILLE. Bomb type; early. Guard petals pure white, very large; the blooms are very full and double, of the purest white except a few cream colored petals and four red flakes on central petals. Has the true June rose fragrance.

MARIE LEMOINE. Large, very compact flower; sulphur-white, occasionally carmine tipped. Very late.

MONS. JULES ELIE. Pink. One of the largest and most beautiful of Peonies. An immense self-colored flesh-pink shading just a trifle deeper towards the base of the petals. Great prominent broad guard petals enclose an immense ball of incurved narrower petals of the same color, all covered with an intense silvery sheen.

PRINCE IMPERIAL. Brilliant purplish scarlet, free bloomer.

SARAH BERNHARDT. Pink. Here is another variety that is always found in the show room. It is semi-rose in type. It comes into bloom late midseason. The color is an apple-blossom-pink with each petal silver tipped. The fragrance is pleasant.



Mons. Jules Elie.



A Few of the Most Essential Perennials for your Garden



Long-Spurred Aquilegia.



Gallardia



Coreopsis



Shasta Daisy.



Firebrand Phlox



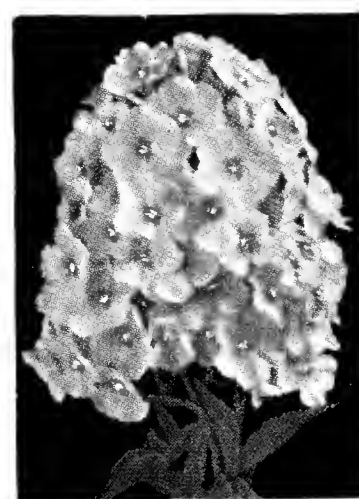
Eucharis Phlox.



Delphinium, English Hybrids.



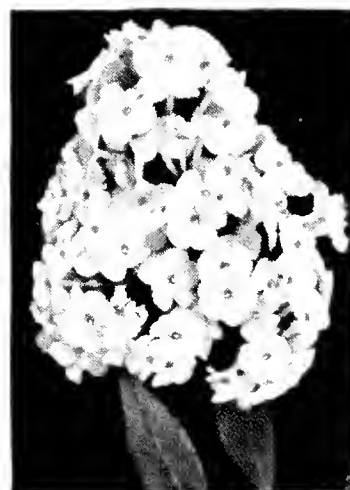
Sedum Spectabile.



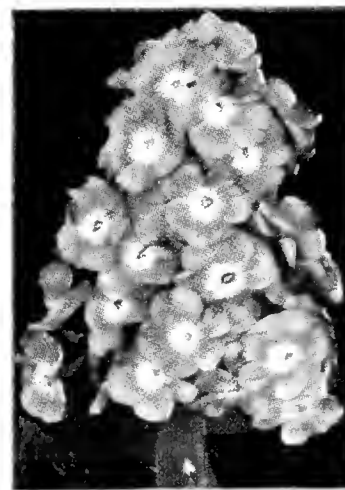
Rijstroom Phlox.



Milly Phlox.



Mrs. Jenkins Phlox.



Wilder Phlox.



McKAY'S Profitable Apples

McKay's Profitable Apples have been justly styled, "The King Fruit of the Northwest"—a by-word among farmers and orchardists. No other fruit is as widely grown and no other Apples have met as universal a demand throughout this territory. No other fruit offers so many variations in quality and usefulness. No other gives such a long period of enjoyment as a fresh fruit—very late keeping varieties lasting over until the early varieties of the following season are ripe. Every farm home should have a family orchard featuring McKay's Profitable Apples. A careful selection will provide fruit all year.

All McKay's trees are dug, graded and packed by men of long experience in this specialized field of activity. The necessary requirements for profitable fruit growing are fertile, well drained soil, proper selection of varieties, and the purchasing of healthy, hardy, well grown stock from a reliable nursery with a proved record of satisfactory performance.

The more hardy varieties are marked with a star (*) and will give good satisfaction in the Northwest.

Summer Varieties

Anoka. The Anoka Apple is attracting attention because it bears freely on one-year-old wood, beginning the second year after planting a one-year-old tree, and annually thereafter. Fruit is similar to Duchess as to size and the quality is considered better. Very hardy and blight resistant. A good eating and cooking variety. Ripens early, about the time of the Duchess or a little before.

***Duchess** (Oldenburg). A large, beautiful Russian Apple, round, streaked red on yellow ground; tender, juicy, very acid. Fine for cooking. Bears early; productive. September. See cut page 39.

Early Harvest. Medium to large; pale yellow; tender, with a mild, fine flavor. One of the first to ripen. Middle to end of August.

Early McIntosh. Fruit growers are in need of an early red Apple of good quality. Such an Apple would sell well in all markets, and would be particularly valuable for roadside booths. The appearance of the fruit is similar



Mr. W. G. McKay, Pres.
McKay Nursery Company
Watson, Wisconsin

Dear Mr. McKay:

We have just finished planting out the 1138 Apple trees and we must say they certainly are a fine bunch of trees. We expect to set out 15 acres more next spring and will certainly be glad to get in touch with you then. We just thought perhaps you would like to know how the setting out of the 11 acres went.

Thanking you for past favors, we are

Very truly yours,

SWARTZ BROTHERS

Per *Peter H. Swartz*



Early McIntosh—Continued.

to that of McIntosh and the flavor is good although less aromatic. The trees are vigorous, hardy, healthy, productive, and bear annually. The parents of Early McIntosh are Yellow Transparent and McIntosh. The crop ripens a week or ten days later than that of Yellow Transparent.

Golden Sweet. Large, yellow; a fine, sweet Apple; productive. August and September.

***Liveland** (Lowland Raspberry). Of Russian origin; color white, shading to crimson; flesh white; tree hardy, long-lived. Very juicy and sweet. July to August.

Melba. An early Apple of Duchess season with the quality of McIntosh. Color pale yellow, well washed and splashed with crimson. Flesh white, tender, juicy, quality very good. Very hardy. Winner of Wilder Medal.

Red Astrachan. Large, roundish, nearly covered with deep crimson, overspread with thick bloom. Juicy, rich acid, beautiful; a good bearer. August.

*Yellow Transparent.

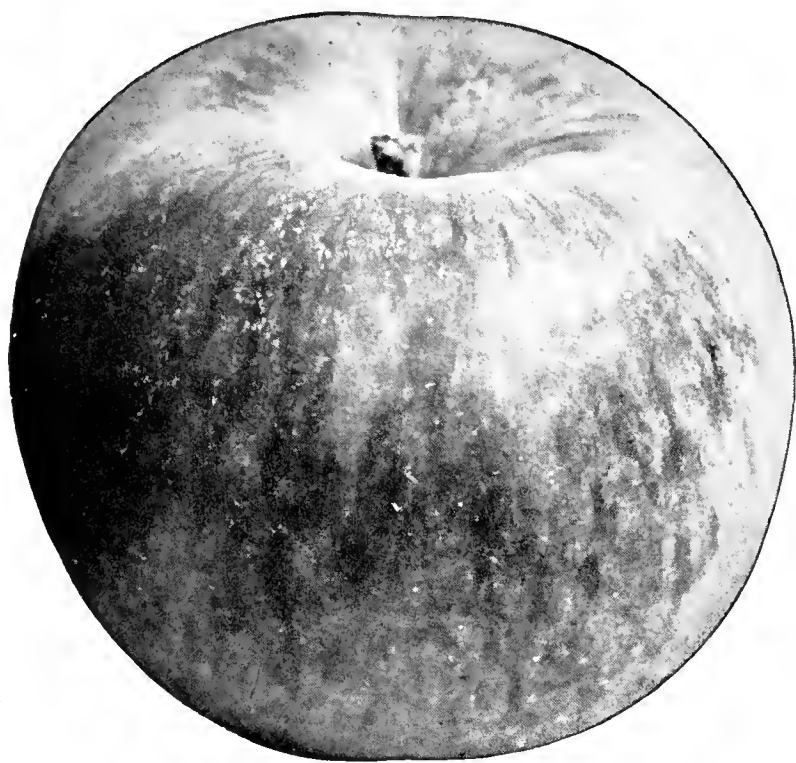
Medium, white, changing to lemon-yellow, smooth waxen surface; of good quality, with crisp flesh; very early, and for an early Apple, an unusually good keeper. Valuable for market. July and August.

Autumn Varieties

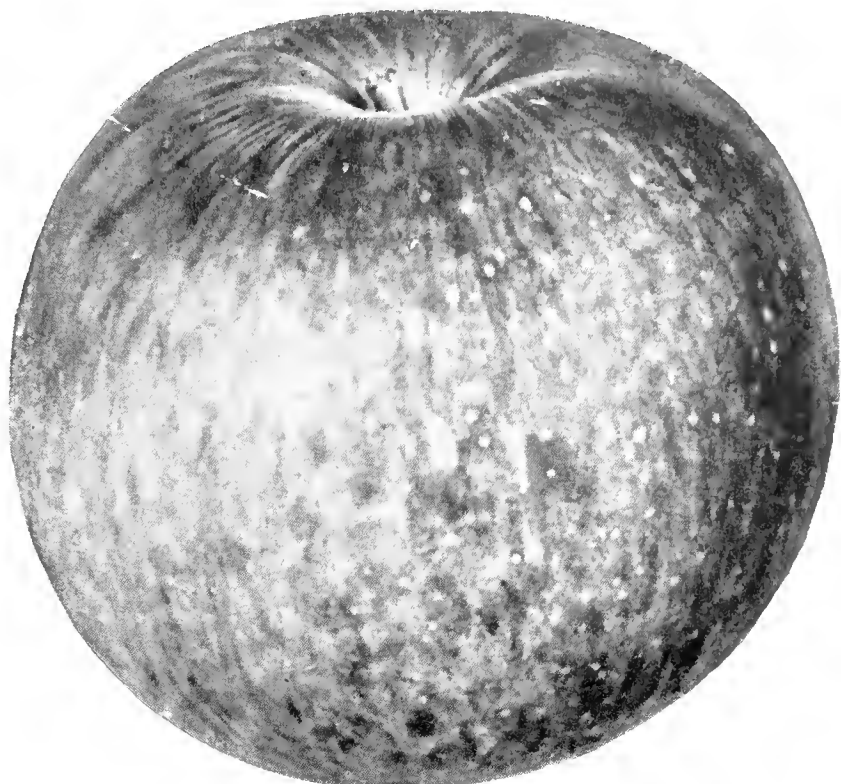
***Hibernal.** Originated in Russia. Season November and December. This variety represents what is probably the hardiest type of the Russian race, and useful in the very northern parts of the country. Tree is sturdy, vigorous and productive.



Here is a typical view of a field of McKay's fruit trees. The quality of this stock and the care it has had is clearly evident.



Anoka.



Liveland.

AUTUMN VARIETIES—Continued.

***McMahon.** Large, round; almost white with faint blush; flesh white, tender, tart, not very firm. A good cooking fruit. Hardy. October to February.

***Milton.** A McIntosh type which ripens a month earlier than McIntosh. Fruit covered with attractive pinkish red bloom. Flesh white, tender, crisp, juicy, of McIntosh flavor and aroma. A beautiful Apple. Fine for roadside stands and early marketing.

Maiden Blush. Large, flat; pale yellow, with red cheek; beautiful, tender and pleasant, but not highly flavored. Valuable for market. September and October.

St. Lawrence. An Apple of the Wealthy type; however, it has an unusual aroma and flavor, which is very delicious. Tree of an irregular spreading habit and a good fruiter. Season September and October.

***Patten's Greening.** Tender and juicy. Extremely hardy, productive and an early bearer; fruit large and smooth; olive-green, blushed with dull red; flavor pleasant, sub-acid. A good cooking Apple. Oct. to Dec.

***Wealthy.** Origin, Minnesota. Season September to November. Fruit large, regular, smooth, light yellow with crimson stripes and splashes; flesh white, often stained with red, tender, very juicy, sprightly sub-acid with delicious aroma. Splendid dessert and cooking Apple. Market demand never filled. (See cut on page 38).

***Wolf River.** Season October to January. One of the largest Apples grown in the North. Color yellowish green with stripes and splashes of carmine; flesh nearly white, firm and rather coarse grained; flavor sub-acid, fair to good.

Late Fall and Winter Varieties

Baldwin. Large, roundish; skin deep red; flesh juicy, crisp, sub-acid, good flavor. December to March.

***Bayfield.** One of the famous Perkins seedlings known as No. 124. The tree is a very rapid grower, bearing large, red Apples of splendid quality that will keep to midwinter.

Ben Davis. The great market Apple of the West and South, largely planted also in the East. One of the best for profit. It is a splendid keeper, and fine for cooking. December to April



Yellow Transparent.





McIntosh.

Dark Red Delicious. A Delicious Apple that has a dark red color all over making it one of the most attractive Apples for the market or home use.

Delicious. Originated in Iowa. It is hardy, with strong branches capable of bearing large crops of fruit. The Apple is striped and marked with bright and dark red. This variety has a delightful flavor and is extremely valuable for either home or commercial orchard. It is a long keeping winter Apple with a season from December to May.

***Dudley** (North Star). *Wealthy.* Much like Duchess, only it is a winter Apple; less tart and better quality. Perfectly hardy in the coldest climate. Originated in Northern Maine and there considered their finest Apple. Valuable for the North.

Gano. Similar to Ben Davis. It has more brilliant colorings, runs more even in size and keeps fully as late. February to March.

Golden Russet. Medium, very tender, juicy, rich, sub-acid; high quality. October to January.

Grimes Golden. Medium to large size, round, rich golden yellow, sprinkled with light gray dots; flesh crisp, tender, rich and juicy, sprightly. January to April.

***Goodhue.** This variety of the famous Perkins seedlings is a splendid midwinter Apple. It is larger than the Red Wing, has the same color markings, only slightly more pronounced.

***Haralson.** Originated at the Minnesota Fruit Breeding Farm. Tree vigorous, upright in growth and very hardy; fruit large size, colored with an even red over the entire surface, flesh fine grained, tender, juicy, sub-acid, good quality, young bearer. Keeps in common storage until early spring. Best winter variety for the North.

Jonathan. Medium, roundish; yellow, nearly covered with red; fine grained, tender, and finely flavored. November to April. Should not be planted in extreme North.

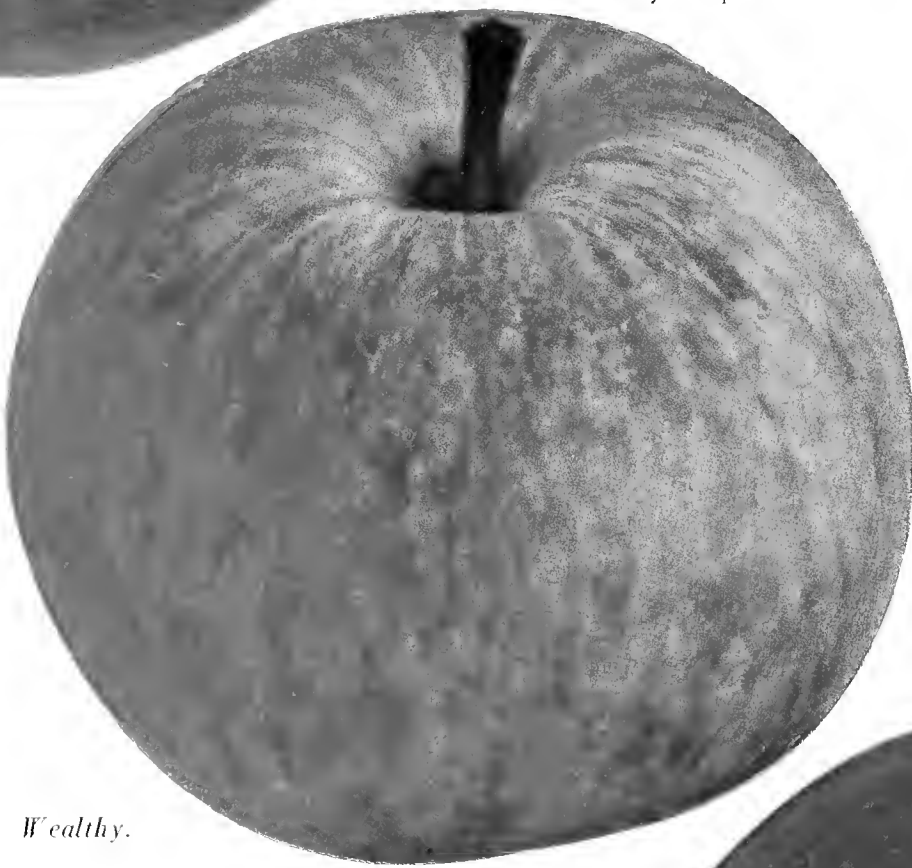
Macoun. Just as Early McIntosh advances the season for the McIntosh type of Apple, Macoun produces a late crop of these red-skinned, white-fleshed, richly flavored, aromatic Apples. The season of Macoun is from one to two months later than that of McIntosh with Cortland midway between. In shape, the fruits of Macoun are similar to those of McIntosh. The color is darker red, less striped, and with a heavier bloom. The flesh is much the same in color, texture, flavor and aroma. The trees bear regularly and heavily. This promises to be an Apple of great merit, coming as it does, long after all McIntosh-like Apples are out of season.

***McIntosh.** Origin, Ontario, Canada. Season December and January. A choice variety of the Fameuse type. Tree vigorous, with spreading head; a good annual bearer. Fruit above medium to large, highly perfumed; smooth, polished yellow, almost covered with brilliant solid crimson, a beautiful fruit; flesh snow-white, crisp, very tender, sprightly, aromatic, sub-acid; very good quality. One of the best market varieties.

Northern Spy. Large, roundish conical, often flattened, slightly ribbed; handsomely striped with red; flavor rich, aromatic, mild sub-acid, fine. Keeps through winter and late into spring.

***Northwestern Greening.** Origin, Wisconsin. Season December to June. Tree a splendid, vigorous grower. Fruit large to very large; green, becoming yellowish green when ripe; flesh yellow, fine grained and firm; flavor a good sub-acid; very smooth and attractive, and taking a place second only to the Wealthy as an all around market Apple.

Orleans. Is of the Delicious type, but the fruits are more attractive in appearance and run larger in size. It comes in season with Delicious but keeps in common storage six weeks longer. It has the same rich, delicious taste that characterizes Delicious—an improved Delicious.



Perkins.



LATE FALL AND WINTER VARIETIES—Continued.

***Perkins.** Originated by T. E. Perkins of Red Wing, Minnesota. Perfectly hardy as far north as the Twin Cities. The fruit is large, red and round as a ball; flesh is fine grained, with a delicious flavor. Season October to April.

***Red Wing.** Originated at Red Wing, Minnesota. It is a winter Apple slightly larger than the Wealthy, streaked with red on a yellow background, and shaped like Malinda; has enough acid to make it cook nicely. December to February.

Rome Beauty. Large, yellow and bright red; medium quality. December to March. Not very hardy in Wisconsin.

Salome. Tree is hardy in Southern Wisconsin, vigorous and a good bearer; fruit round; skin pale yellow, shaded and splashed with red. Season January to May.

Secor. This Iowa seedling is a cross between Jonathan and Salome. The tree makes a good growth. The fruit is larger than Jonathan, keeps longer and is free of Jonathan spot. It is well colored, keeps until May, and is of high quality.

Snow (Fameuse). Medium, deep crimson; flesh snowy white, tender, melting and delicious; tree vigorous with dark wood; a fine dessert fruit; valuable for market; does well in the North. November to January.

Stayman’s Winesap. Medium to large, roundish oblong; bright red, occasionally streaked; flesh yellow, crisp, juicy, with a rich, delicious flavor. Tree very vigorous. December to May.

Tolman Sweet. Medium, pale whitish yellow; flesh white, fine grained; very hardy and productive. The best winter sweet Apple for home and market. November to March.

Winter Banana. October to April. Fruit large, smooth, golden yellow shaded bright red; flesh fine grained, slightly sub-acid and highly aromatic. An early and abundant bearer; tree very hardy.



Delicious.

Yellow Delicious. One of the finest yellow winter Apples. Golden yellow with firm, juicy, crisp flesh. A good keeper.

Crab Apples

The hardy and improved varieties of Crab Apples, some of which are of recent introduction and promise great excellence, supply a much needed want in the more northern portions of the United States and Canada, where little else in the line of fruit can be grown. And even in the more favored localities, where other fruits are grown in abundance, Crab Apples are every year becoming more esteemed and cultivated.



Duchess (Oldenburg).

Dolgo Crab. Fruit hangs in big clusters and is fiery red. Jellies perfectly even when dead ripe. Excellent for canning. Bears young and abundantly. Extremely hardy and free from blight. A shapely tree, beautiful in flower and in fruit. It makes a very good tree for ornamental purposes.

Hyslop. Red, not striped; fruit large, roundish ovate, produced in clusters; color dark, rich red, covered with thick blue bloom; flesh inclined to yellow, sub-acid. Tree hardy and vigorous. November.

Red Siberian. Large, strong grower; pale red-yellow; good quality. Tree large, with coarse foliage; young bearer.

Sweet Russet. A yellow russet pear-shaped Crab, of a large size, very sweet and good eating qualities. One of the best pickling Crabs. Ripens in August.

Transcendent. A beautiful variety of Siberian Crab. Red and yellow. August. Tree bad blighter.

Whitney (Hybrid). (Whitney No. 20). Season August and September. Fruit large to very large for a hybrid; yellow, striped with red and mostly covered with red on sunny side; flesh yellow, very juicy and fine grained; flavor rich and almost sweet.



Haralson.



McKAY'S Choice Cherries

Cherries are one of the most dependable of fruits. They bear early and produce great crops each year. Every home owner, whether in city, village or country, can plant Cherries. Every housewife likes them for canning. They are most resistant to insects and diseases. Cherry trees can be used as ornamental trees as well as orchard trees.

Hardy Varieties

Early Richmond. Probably the most popular variety of the central states, where it is the hardiest Cherry of its size. Exceedingly productive and very regular in bearing. The fruit is dark red, medium to large, and of a sprightly and characteristic flavor. Unsurpassed for pies, puddings, and other similar uses. June.

English Morello. An old and popular variety. Tree rather dwarf and slender. Fruit large, dark red, nearly black; flesh tender, juicy, sprightly acid, rich. July.

Montmorency, Large. Tree very hardy and heavy bearer; commences to fruit while young and is loaded annually with fine crops; fruit very large, fine flavor, shining red; valuable everywhere; a week later than Early Richmond; finest acid Cherry.

Wragg. Large, roundish, heart-shaped; dark crimson and when fully ripe, black or nearly so; flesh and juice light crimson, firm and good; very productive; one of the hardiest and is usually a sure cropper.

Semi-Hardy Varieties

Not hardy in Wisconsin.

Black Tartarian. Very large, color purplish black; flesh mild, sweet, jelly-like. Tree a vigorous grower and immense bearer. One of the most popular. Late June and early July.

Governor Wood. Large, rich, light yellow with red cheek; juicy and sweet. Late June.

Apricots

The Russian varieties listed below are much hardier than other sorts.

Alexis (Russian). Large; color yellow with red cheek; flesh rich and luscious, slightly acid. July 15th.

Budd (Russian). Large size, color white with red cheek; flesh sweet, juicy, extra fine; best late variety. August 1st.

Mulberry Trees

These are sometimes classed among ornamental trees on account of their fine foliage and form. For the North, the Russian variety is the only one that should be planted.

Russian Mulberry. The fruit is highly prized by the birds and it performs a valuable service by keeping them away from the garden.

McKAY'S Selected Pears and Peaches

PEARS

We do not recommend Pears for general planting in the Northwest; however, there are many localities where they do well. They succeed best in a well drained clay soil. The list selected is reduced to such as have been well tested and proved valuable. We recommend the Duchess as a dwarf variety.

Bartlett. Large, buttery and melting, with very rich flavor. A vigorous and erect grower; bears young and abundantly. Middle of September.

Beurre d'Anjou. (D.S.). October to January. A large greenish Pear shaded with russet-crimson. The flesh is highly flavored, rich and vinous; the tree very productive. For late fall and very early winter use, we have no better variety.

Clapp's Favorite. Very large; color yellowish green to full yellow when ripe; marbled with dull red in the sun; covered with small specks. Melting and rich; should be gathered early; tree vigorous. August and September.

Duchesse d'Angouleme. Generally planted as a dwarf and is more valuable when so planted; very productive; fruit very large and somewhat irregular; color dull greenish yellow; of good flavor and very juicy. September to October.

Flemish Beauty. Large, beautiful, melting, sweet. Very hardy and fruitful. September and October.

Kieffer. The tree has large, dark green, glossy leaves, and is of itself very ornamental. It is an early and very prolific bearer. The fruit is of good quality when thoroughly ripe. Valuable for table and market. October and December.

Mendel Pear. The hardiest Pear that has been produced so far. The original tree stands at New Ulm, Minnesota, where temperatures as low as 40 degrees below zero have not injured it. It is blight and disease resistant. A heavy bearer.

Fruit is of good quality, sweet and very juicy.

Seckel. The standard of excellence in the Pear; small but of the highest flavor. Tree a stout, slow, erect grower. September to October.

Vermont Beauty. Tree hardy, healthy and productive. Fruit medium size, skin yellow nearly covered with carmine; excellent quality. October.

PEACHES

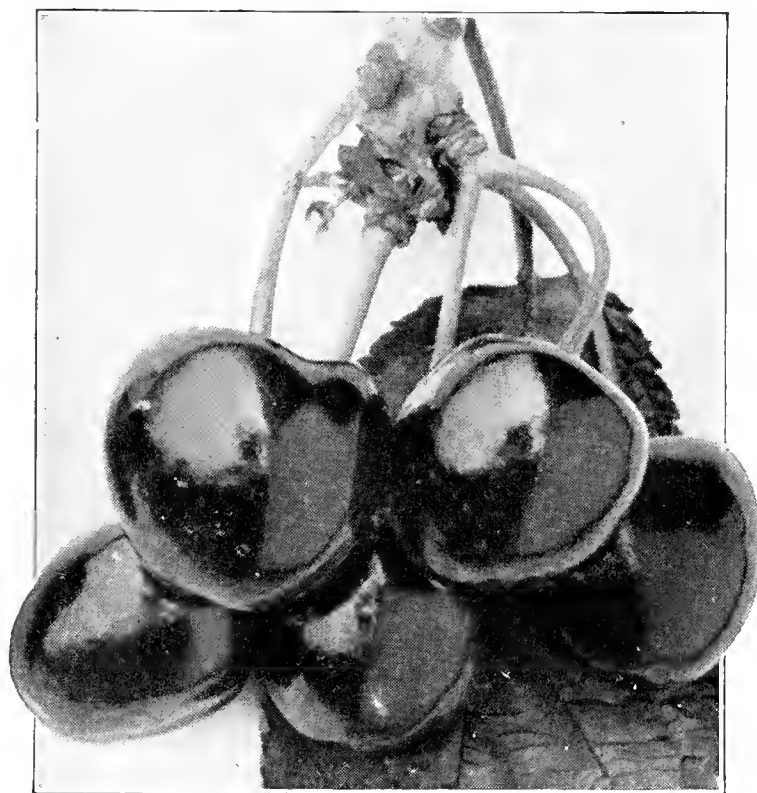
Peach trees are not considered very hardy in Wisconsin; however, we have found favored locations where they have done well. The following are among the leading varieties, all of which are freestone. We can supply varieties in addition to those listed herein.

Champion. Fruit is usually large, some specimens measuring ten inches; fruit rich, sweet, juicy, beautiful color; creamy white and crimson. August.

Crawford's Early. A large, yellow Peach; a popular variety. August and September.

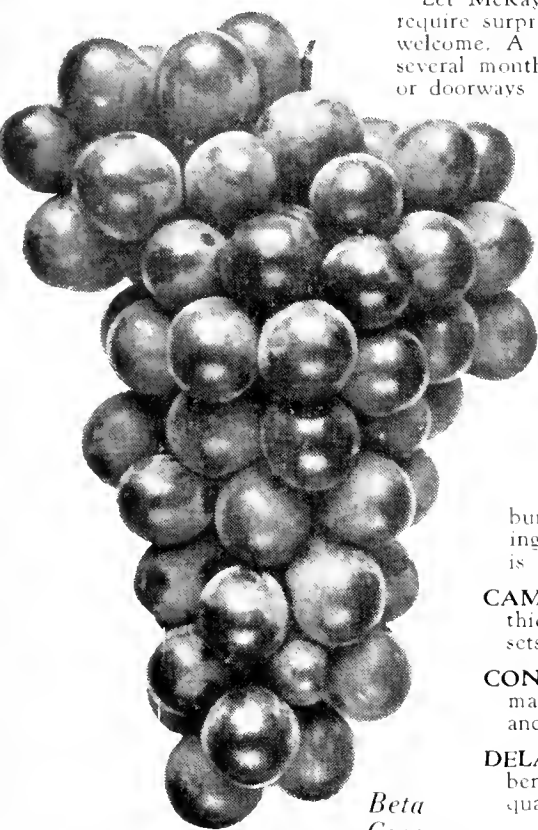
Elberta. Fruit large, bright yellow, overspread with crimson; flesh juicy and of good quality. August and September.

Marquette. Originated as a chance seedling in Marquette County, in the northern peninsula of Michigan. Medium sized, white fleshed, freestone Peach of excellent quality; fine flavor and a nice eating Peach. Not suitable for long distance shipping. We received our propagating wood from the Michigan Agricultural College; therefore, we have the pure Marquette Peach. There is no question about its being unusually hardy.

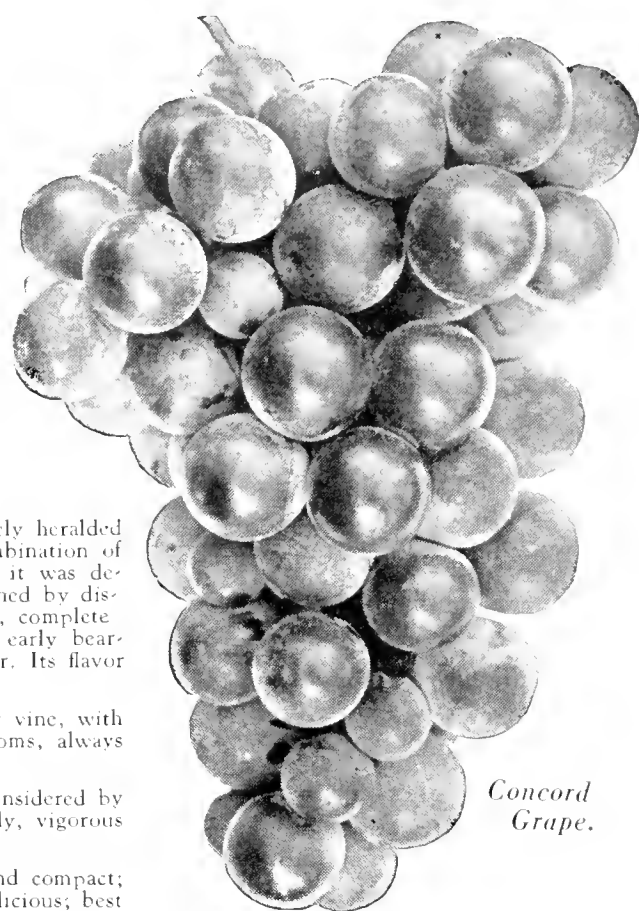


Large Montmorency.

McKAY'S Juicy Grapes



*Beta
Grape.*



*Concord
Grape.*

Let McKay's Juicy Grapes tempt every home gardener because they require surprisingly little cultivation and the abundant returns are ever welcome. A proper selection will result in grapes on the family table several months of the year. They can be trained over fences, trellises or doorways and thus be ornamental as well as edible. Grown for market, they can be planted on hillsides that are not suited for other crops. In all cases, however, they should have a free exposure to the sun and air.

BETA. A cross between Carver and Concord; perfectly hardy, productive; fruit of medium size; early. The principal value of this Grape is in the extreme North where it will stand without protection.

BRIGHTON (Red). Bunch medium to large; quite compact; flesh rich, sweet and best quality; color dark crimson or brownish red; vine vigorous and hardy.

CACO. A new variety originating in Delaware and widely heralded as the very best red Grape known. Its name is a combination of Catawba and Concord, from which two standard sorts it was derived. The vines are strong and vigorous, as yet untouched by disease of any kind. The fruit is very large and handsome, complete bunches; in color a rich wine-red over amber. Exceptionally early bearing, usually showing several good sized bunches the second year. Its flavor is luscious, sweet, delightful, distinctive.

CAMPBELL'S EARLY (Black). A very strong, vigorous, hardy vine, with thick, healthy, mildew-resisting foliage and self-fertilizing blossoms, always sets its fruit well, and bears abundantly.

CONCORD (Black). Too well known to need description; is considered by many to be the best all around Grape grown. Is extremely hardy, vigorous and productive; bunches large, compact.

DELAWARE (Red). One of the best red Grapes; bunch small and compact; berry small, round, beautiful light red; flesh rich, sweet and delicious; best quality. A good market Grape.

FREDONIA. A new introduction that gives promise of being the earliest good black Grape. It ripens its fruit two weeks earlier than Worden. The vine is vigorous, hardy and productive. The bunches of fruit are medium in size, cylindrical and compact, the berries are large, round and persistent, the skin is thick and strong, the flesh is juicy, solid but tender, and the quality very good. Fredonia stands alone as an early black Grape.

MOORE'S EARLY (Black). Bunch large, berry round with a heavy blue bloom; quality considered better than Concord; hardy and prolific; a good market berry; ripens about two weeks before Concord.

NIAGARA. The vine is a strong grower, healthy and prolific; bunches large, uniform and compact; berry large, skin greenish white, slightly ambered in the sun; quality good. Ripens with Concord. Skin tough, making it a good shipper and market Grape.

PORTLAND (White). Ripens earlier than any known Grape. Berries are very large and have a beautiful yellowish color. Quality is excellent. Vines are extremely hardy and productive.

WORDEN (Black). Said to be a seedling of Concord, and is a slight improvement on that variety; ripens a few days earlier; bunch large and compact.

McKAY'S Currants and Gooseberries

CURRENTS

The Currant is one of the most valued of the small fruits. Being very hardy, they do not winter-kill and are easy to cultivate, requiring little care. They can be grown in any garden soil, and they like a little shade. Give good cultivation and plenty of manure. Thin out in the center and do not have more than four or five bearing canes at a time. After the bush is four or five years old, remove one of the old canes each year and leave one of the strongest new sprouts.

CHERRY. Bush vigorous, stocky and compact; cluster rather short, fruit medium large; color bright red; very thin skin; juicy and fine flavor; one of the most productive.

DIPLOMA. A new variety that is proving very satisfactory. The fruit is as large or larger than the Perfection. Plant is a splendid grower and produces a good crop of large, red, good quality fruit.

PERFECTION. A cross between Fay's Prolific and White Grape, combining the best qualities of both. Berry bright red and large. The clusters average longer and the size of berry is maintained to the end of bunch. In quality it is said to be superior to anything in the market today, being of a rich, mild sub-acid flavor with plenty of pulp and few seeds.

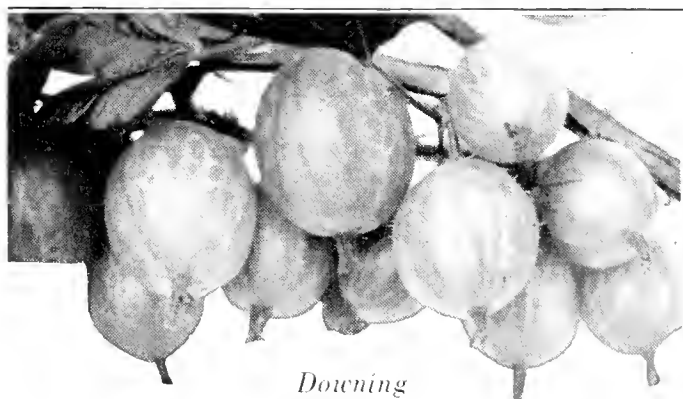
RED LAKE (Minnesota No. 24). A new Currant originating at the Minnesota Fruit Breeding Farm. It has been thoroughly tested throughout the Northwest and has proven to be of superior quality and productiveness. It is exceptionally large with long well filled clusters. Ripens early mid-season but has a long bearing period. It is an excellent market berry.

WHITE GRAPE. Bush vigorous, somewhat spreading, productive; clusters long; berries large; of very attractive color, mild flavor and good quality; a good table variety.

WILDER. A remarkable variety. One of the best grown. Very productive; bunches and berries large; splendid quality. Should be largely planted for home and commercial purposes.



Perfection Currants.



*Downing
Gooseberries.*

GOOSEBERRIES

The Gooseberry, like the Currant, is a favorite in the northern fruit garden. Gooseberries are grown with but very little care. All they require is some attention to fertilizing and cultivation, with an occasional spraying.

CARRIE. Originated in Minnesota. Fruit red. After the third year, bush loses its thorns; very heavy bearer, medium size; excellent quality.

DOWNING. Large and handsome, pale green berry; of splendid quality for dessert or cooking. Bush vigorous and exceedingly productive. An excellent sort for family use and most profitable for market.

PEARL. Very hardy; free from mildew, and productive, even more so than Downing. Superior in size and quality.

RED JACKET (Josselyn). Bush is very hardy, clean healthy foliage; vigorous and entirely free from mildew. Fruit large, smooth, red and of first class flavor and quality.

SMITH'S IMPROVED. Bush moderately vigorous and exceedingly productive. Fruit large, pale yellow, thin skin, of excellent quality for dessert or cooking. A plant's variety.



McKAY'S Big Luscious Plums

McKay's Luscious Plums have kept pace with the remarkable developments that have marked the production of new plums for the Northwest in recent years. We can now say, conservatively, that we now offer to our patrons plums that are at least the equivalent of any of the California varieties. Frankly, many of them are superior. And McKay's Luscious Plums are easily raised.

Many varieties bear while very young, often the next year after planting. The fruit naturally finds a ready market as well as the usual home uses. Plum trees should be planted in groups of several varieties for the best results and they should be sprayed at least twice a season. The following varieties have been selected with care and are recommended with the assurance that they will give thorough satisfaction.

Elliot. Tree a strong grower and very hardy. Originated at the Minnesota Fruit Breeding Farm. This variety is extremely productive and bears regularly; a good late variety for home use or market. Ripens about September 1st; fruit large, cling-stone; pit small; quality good; color yellow overlaid with red.

Golden Rod. Originated at the Minnesota Fruit Breeding Farm. A clear yellow, large, attractive Plum of good quality. It is firm and a good shipper, which makes it a good market variety.

Kahinta. It is a good fruiter and appears hardy throughout the North. Fruit large, firm, $1\frac{3}{4}$ to 2 inches in diameter; color red; flesh firm, with small pit and delicious flavor. One of the best.

Monitor (Minnesota No. 70). Tree unusually vigorous and very productive and hardy as far north as St. Paul, Minn. Fruit large, roundish, well colored with dark, dull red; stone medium, cling, quality good. Very promising as a market Plum.

Toka. A cross between the Americana Plum and the fragrant Apricot of China. One of the finest flavored plums in existence. The tree is remarkably strong and vigorous. It bears early. The fruit is dark red in color, very handsome, firm, large and a good shipper.

Tonka. Very productive and hardy in the North. Originated at the Minnesota Fruit Breeding Farm. Fruit large, yellow, well overlaid with red; flesh firm; free-stone when fully ripened; flavor sweet; quality good. Ripening season August 15th. Especially recommended as a market Plum of splendid keeping and shipping quality.

Underwood. One of the strongest growing trees of hybrid Plums. It is entirely hardy at the Fruit Breeding Farm, and very promising because of its large, early fruit. Fruit attractive red, with fairly firm, juicy flesh, small pit; clingstone; hangs well and ripens over a long period. Season August 1st to 15th.

Winona (Minnesota No. 30). Tree vigorous. Top spreading and compact, and requires very little pruning; hardy and a regular bearer. Fruit large, with yellow background, turning red when ripe; roundish; pit semi-eling; juicy, sweet; quality very good.

Waneta. This wonderful large Plum is one of Prof. Hansen's productions. Following is Prof. Hansen's own description: "My belief is that in this variety I have combined the best points of the native and Japanese Plums. It is probably the largest of the 10,000 seedlings. The size here at Brookings, S. Dak., in 1912, was two inches in diameter, weighing about two ounces." Its color is deep red, flavor is delicious. The tree is hardy and very prolific. Its size and quality, the hardiness of tree and great productiveness, are such that the demand will be great.



Toka Plums.



Underwood Plums.

"It's Not a Home Until It's Planted"



McKAY'S Hardy Cherry Plums

Cherry Plums are being grown more generally now throughout the Northwest. They are the results of cross breeding by horticulturists to develop Cherries that could be used in sections where the Eastern Cherries are not very hardy. They produce excellent fruit especially for canning and preserves, which has made them very popular throughout the Northwest.

Nicollet Cherry. The Nicollet is the truest example of a sour cherry ever produced in and for the Northwest. The tree is small, finely branched, with small leaves. The fruit is small, roundish oval, thin skinned, dull cherry-red in color, with greenish yellow flesh which is tender, juicy, mildly sour, cherry-like in flavor and texture. Good quality fruit with small stones. Season August. Hardy except in extreme North.

Opata. Tree is a good grower, an early and heavy bearer. The fruit is one inch or more in diameter and is excellent for eating fresh and for preserves. It is a dark purplish red with blue bloom; pit small; flesh green and firm and partakes of the rich sweetness of the Gold Plum. Fruits the last of July or first week in August.

Sapa. Tree moderately free grower and naturally rather crooked when young. The color of the fruit is a glossy dark purple and the flesh is rich, dark red, size one inch or more in diameter. They often bear quite a crop the second year. The 5- to 6-ft. trees will bear the next year after they are transplanted.

Zumbra Cherry. The Minnesota Fruit Breeding Farm originated the Zumbra. This variety is extremely hardy and suitable for planting where other varieties of Cherries will not thrive. Ripens in August. Has a flavor similar to the black Sweet Cherries. The fruit reaches a size of one inch in diameter; color very dark,



Monitor Plum.

nearly black when ripe; flesh firm, sometimes tinged with red when fully mature; especially recommended for sauce and preserves.

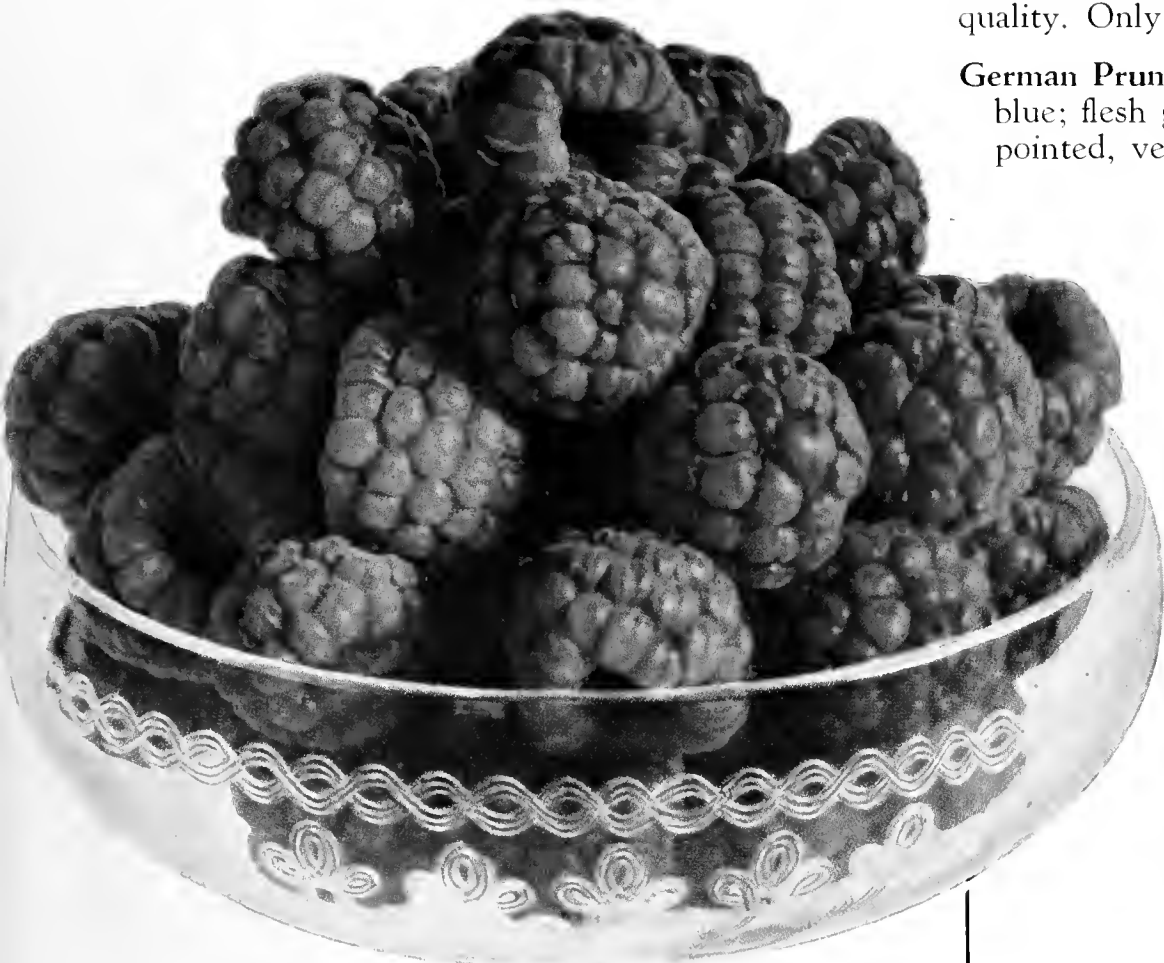
Japan and European Plums

These varieties are among those planted along Lake Michigan and in favored western localities. Wherever hardy they are desirable on account of their large size, but none of them are superior to the above plums in quality. Only semi-hardy.

German Prune. Fruit long, oval, small to medium; color blue; flesh greenish, slightly yellow; stone small, oval, pointed, very free; quality fair to good.

Lombard. Fruit oval, medium to large; color reddish violet with blue bloom; flesh yellow, firm, of fair quality; stone cling.

Yellow Egg. Fruit in shape like a goose egg; color creamy yellow when ripe; flesh yellow; quality fair. Season medium.



Latham Raspberry.

LATHAM

Latham is the greatest of all Raspberries for the North. Hardy, strong growing, disease resistant. Very heavy bearer of exceptionally large fruit of delicious flavor. Our stock is the genuine strain of the originator.



McKAY'S Heavy-Bearing Raspberries

The McKay Heavy-Bearing Raspberry is the king of the small fruits, a fruit that should be planted by almost everyone, essential in the small lot, and decidedly profitable for the commercial grower. Delicious when eaten raw and a top-heavy favorite for canning and preserves.

Raspberries should be planted in rows five or six feet apart and about four feet apart in the row. A good loam soil is generally the best soil in which to plant them. The ground should be kept well cultivated and free from weeds. Most of the suckers should be kept cut out and old canes should be removed immediately after the bearing season.

Chief. Originated at the Minnesota Fruit Breeding Farm. A seedling of the Latham Raspberry. The plant is extremely vigorous and productive. The foliage is heavy and very resistant to the mildew disease. The fruit matures at the same season as the King and a week earlier than Latham. The berries are medium in size, equaling the King, but a little smaller than Latham. They are rich in quality, of an attractive red color, and are exceptionally firm, making it a promising shipping berry.



New Chief Raspberries.

Columbian (Purple). It is a most vigorous grower, canes 10 to 16 feet in length and often over an inch in diameter; fruit very large; color dark red bordering on purple; adhere firmly to the stem; seeds small, has a distinct flavor of its own, making it a most delicious table berry. For canning purposes it is much superior to any other.

Cumberland (Black). "The Business Blackcap." It is of wonderful productiveness, producing regularly and uniformly very large crops. In size the fruit is simply enormous; far surpassing any other variety. The berries run seven-eighths and fifteen-sixteenths of an inch in diameter.

Cuthbert (Red). A strong grower and very productive; large, bright red, fruit firm, of good quality. Season medium to late; a good one for market or home use.

Gregg (Black). Of good size, fine quality, productive and hardy, firm, sweet and rich, strong grower and good bearer; ripens late and evenly; good market berry.

Golden Queen (Yellow). One of the best yellow varieties grown.

Kansas (Black). Large, round, firm, moderately juicy, strong grower and very productive, ripens early.

King (Red). Berries large and attractive, bright red in color and of good flavor. Ripens with the earliest and is firm enough to ship well. Very hardy.

Latham (Minnesota No. 4). Originated at the Minnesota Fruit Breeding Farm. It is hardy, a strong grower and disease resistant. The fruit is exceptionally large, often running an inch in diameter. Color a rich dark red, is juicy and has a flavor of the highest quality. Starts bearing about midseason and ripens over a long period. A very heavy bearer. The best commercial variety. The stock which we offer originally came from the originator so we can supply our customers with the genuine Latham. **The Raspberry that has no equal for the North.** See cut on page 43.

Plum Farmer (Black). One of the newer varieties of blackcaps. A vigorous grower and hardy. The fruit is large like the Cumberland but in appearance it has a grayish cast like the Gregg. It is earlier than either the Cumberland or Gregg.

St. Regis (Red). This everbearing red Raspberry bears the first season. The berries are large and beautiful and full flavored to the very last.



Cumberland Raspberries.



Eldorado Blackberries.

McKAY'S Tender Asparagus

Mammoth White. A distinct variety of mammoth size, great yield and superior quality. Remarkable for the clearness of its color until several inches above the surface.

Palmetto. Where well grown, with proper mulching, it produces shoots of large size and exceptionally tender. Delicious in quality.

Washington. A rust-resistant pedigreed Asparagus. As a standard variety for the production of fancy Asparagus for the home or market, it stands ahead of all others in size, vigor, tenderness, quality and rust-resistance.

Rhubarb

A valuable early Spring vegetable, the use of which is universal. The following are the best varieties now in cultivation.

Linnaeus. One of the oldest and best known varieties; vigorous and productive.

Sweet Wine. A later improvement on Linnaeus. A strong grower and very tender; of splendid flavor.

Waterloo. A fine flavored, tender, red variety.

McKAY'S Blackberries

The Blackberry is a native fruit in all the northern states. The following cultivated varieties are recommended.

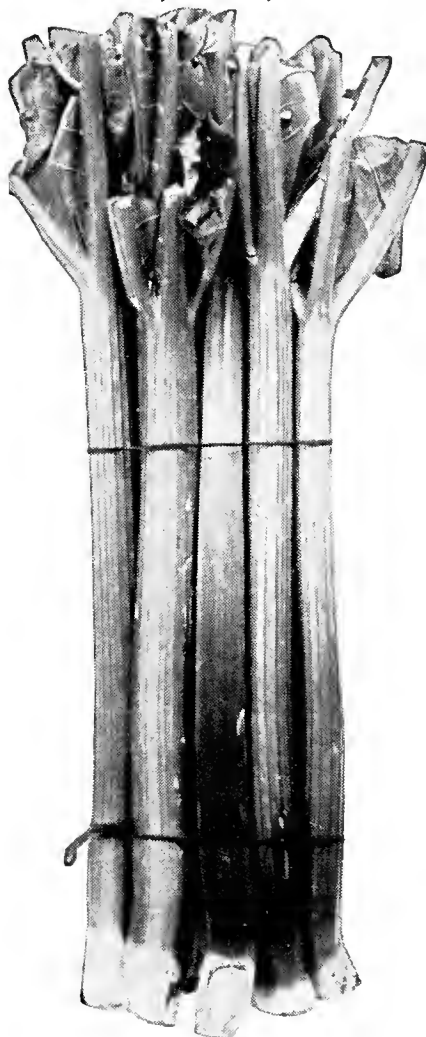
Ancient Briton. A reliable market variety of medium size and of best quality. One of the hardiest. Berries large and sweet.

Eldorado. The berries are large, coal black, flavor sweet and melting and have no hard core. Very firm and therefore an excellent market variety.

Snyder. Medium size, no hard, sour core, hardy, enormously productive. Ripens in good season.

Dewberries

Lucretia Dewberry. A variety of the low-bush or running Blackberry, ripening before black raspberries are gone. Fruit large, jet black, and very showy.



Linnaeus Rhubarb.

Horseradish

This popular plant was introduced to this country from Great Britain at an early date and its cultivation forms an important industry in many sections; too well known for further description. We offer strong roots which should be planted in the spring.

GROW YOUR OWN FRUIT

There is need for more home-grown fruit. Too few of us with land make any attempt to enjoy health-giving fruit for our own use. Every family having land—it doesn't take much—should grow some fruit. It's cheaper to grow it than it is to buy it!



Washington Asparagus.



McKAY'S Delicious Strawberries

McKay's Delicious Strawberries have been on trial over a wide territory for many years and have been found extremely hardy. We offer only the best varieties. Blossoms should be picked off from newly set plants until they are well established.

Aroma (Per.). Fruit very large, roundish conical, rarely misshapen, glossy red, of excellent quality and produced in abundance. One of the most profitable late varieties that we grow.

Beaver (Perfect). Early, hardy, very productive and succeeds everywhere. Never fails to produce a crop of big, choice berries. The most popular early variety on record. Berries are large and beautifully colored. One of the best market varieties.

Blakemore (Per.). A new early variety introduced by the United States Department of Agriculture. The berries are much firmer than Premier, and ripen a week earlier. This makes it a very fine early market berry. The berries are a bright shiny red, firm and well flavored. The plants make plenty of runners so you are sure of getting a good fruiting bed. This variety shows real promise and should be planted more generally.

Dr. Burrill (Per.) A big cropper. Berries large, dark red, of the best quality, and uniform in size and shape. This new variety is a strong fertilizer; its season of blossoming and fruiting extra long.

Minnehaha (Minnesota No. 935). (Per.). Foliage very heavy; perfect-flowering; fruit very large, slightly irregular; dull, medium red; flesh light red, juicy, firm; quality good. Ripens after the Dunlap.

Premier (Per.). A prize winner and money maker. A strong growing, early variety adapted to all soils and climates. A bed of this variety should prove exceptionally satisfactory.

Senator Dunlap (Per.). A variety of great merit, and much admired. Fruit of large size, regular and attractive in form, deep red in color, firm and excellent in quality; season early and continues in bearing nearly a month.

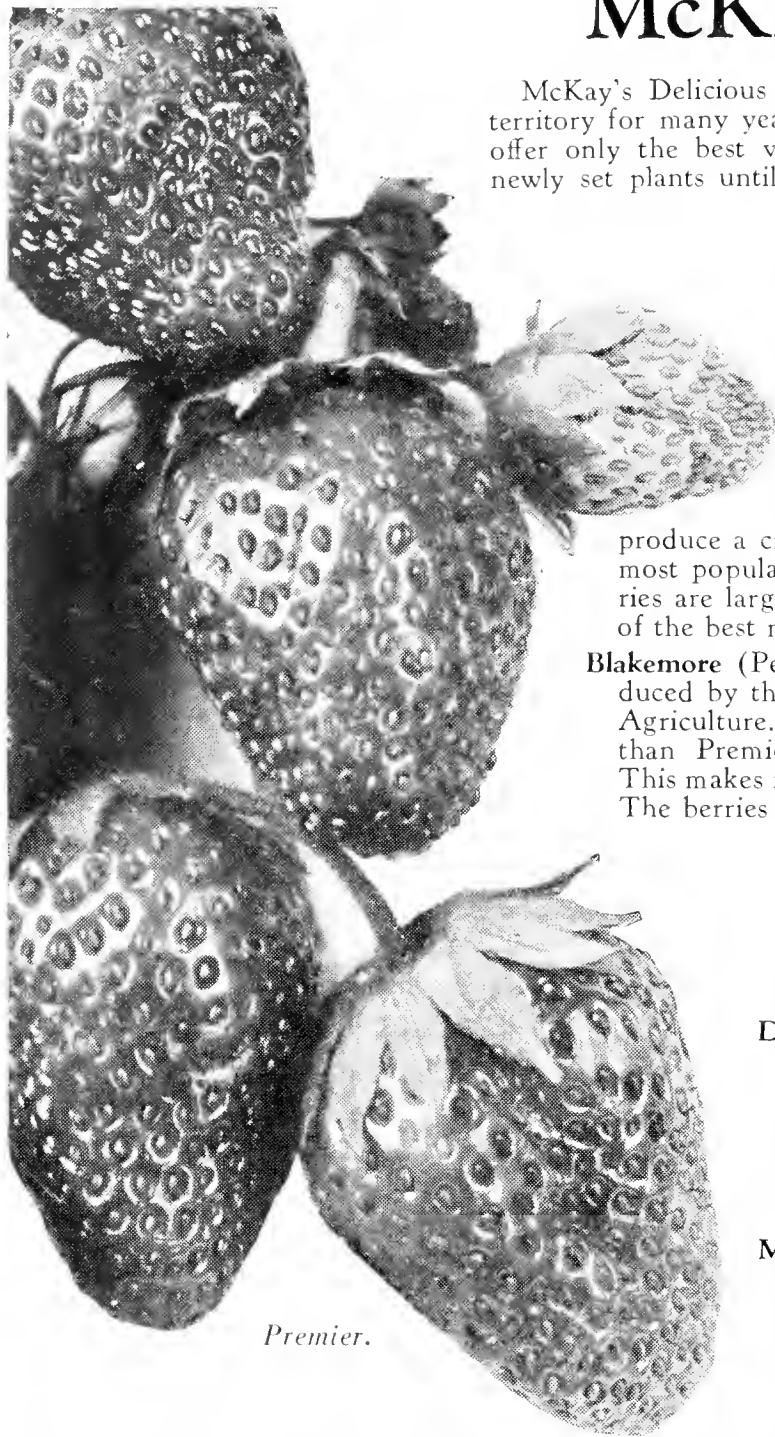
Stevens' Late Champion (Per.). Fruit large, long, slightly flattened. Color deep red, flesh also red.

Fall or Everbearing Strawberries

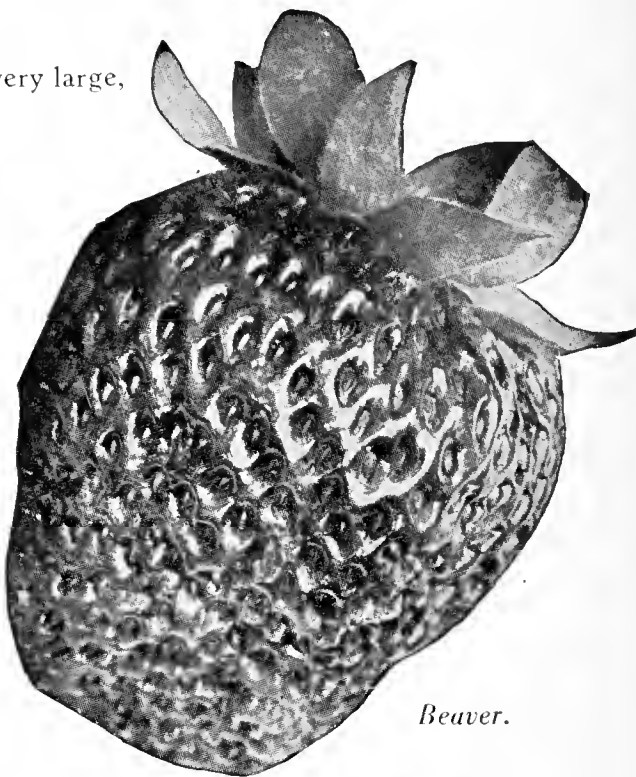
Mastodon. The berries are uniform and large to the end of the season instead of running small. The yields of fruit increase from July to October. They bear large crops in the summer and fall after planting and also the following spring. Berries are firm and stand handling. The large crowns send out numerous strong fruiting stems supporting as many as 30 berries on each. Runners make good fruiting row. The blossoms are perfect and bear when planted alone.

Progressive (Perfect). A good plant maker, strong, with healthy foliage. Bears a crop the same season set. Fruit large, sweet and of the choicest flavor.

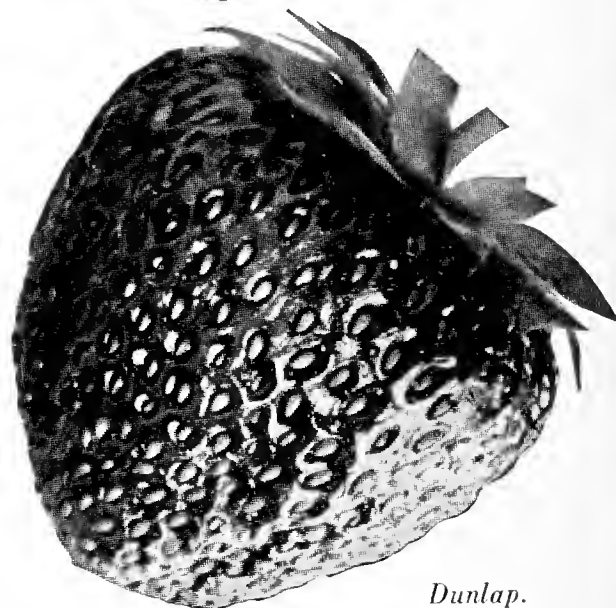
Wayzata Everbearing. A new heavy bearing everbearer that far exceeds Mastodon in quantity, size and quality of fruit produced. The fruit is large, beautifully colored, with a wonderful flavor. It does exceptionally well under irrigation; however, Wayzata will do well on almost any type of soil. This wonderful new variety originated at Wayzata, Minn., so it should be perfectly hardy in Wisconsin. This is the heaviest bearing and best tasting everbearer we have ever encountered; however, it bears so heavily that it does not produce as many plants as some varieties. Perfect.



Premier.



Beaver.



Dunlap.



Mastodon
Everbearer.

How to Plant and Prune

Proper planting, pruning, and watering are essential to the success of nursery stock. The ground should be plowed or spaded deeply. Holes should be large enough so the roots can be spread out without crowding. Lots of water should be used. Roots should be pruned so there are plenty of fresh ends to come in contact with the soil. Soil should be packed firmly around roots so there are no air spaces and so roots are in tight contact with the soil.

PRUNING: Part of the top of the bush or tree must be pruned at time of planting so as to reduce the amount of top

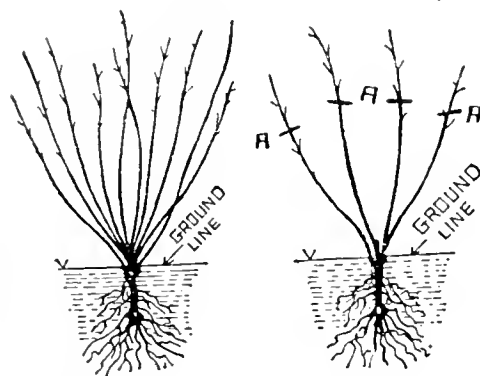
MULCH: A mulch of hay, leaves, grass clippings, etc., around the base of the plant is very beneficial and helps to conserve moisture.

FERTILIZER: Should be placed on top of the ground and worked in with a hoe. Never put fresh manure in the hole, for if it comes in contact with the roots it will burn and kill them.

the roots have to supply with water while they are getting established. See illustrations.

WATERING: Surface sprinkling does very little good. Take nozzle off hose and let water run around plant until ground is thoroughly soaked for a depth of 12 to 18 inches. Never let ground dry out.

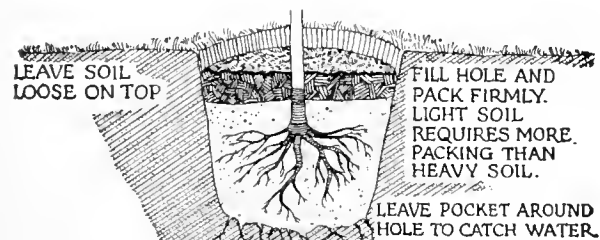
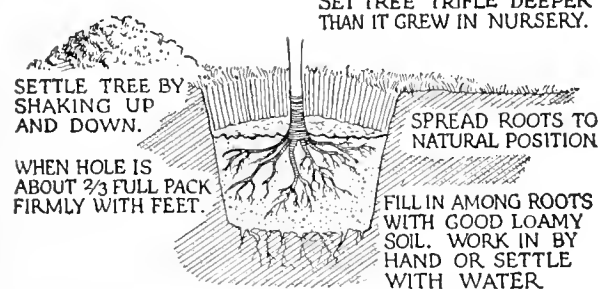
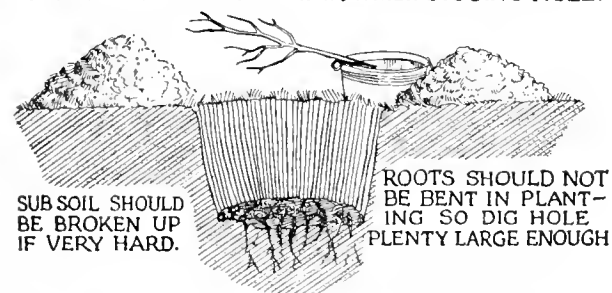
SHRUBS



Cut out part of branches at base of bush. Cut rest off at lines in picture marked "A."

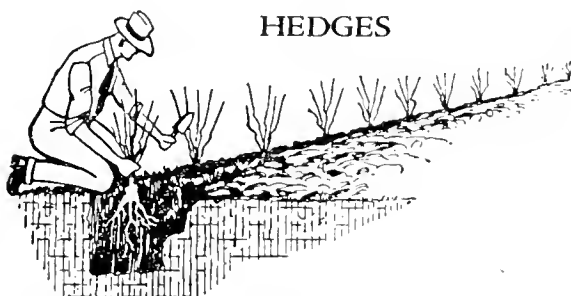
TREES

SET TREE IN TUB OF WATER WHILE DIGGING HOLE.



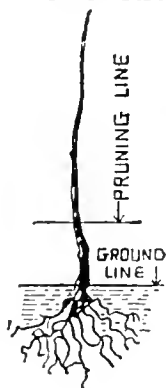
IMPORTANT: WE DO NOT ENCOURAGE THE USE OF MANURE. IF WELL DECAYED AND MIXED WITH SOIL IT SHOULD BE USED ONLY ON THE TOP.

HEDGES

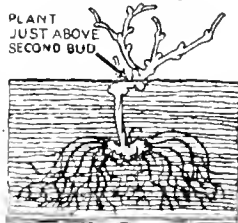


Dig a trench about 12 inches deep and 12 or 14 inches wide. Dig one side of trench straight and in line, place plants against this side to get a straight hedge. Set plants a trifle lower than they were in nursery. Cut tops back to about six inches above the ground. See above illustration. Set privet and similar varieties 10 to 12 inches apart in the row. Set Barberry 18 to 24 inches apart. Set tall shrubs for high hedges 2 to 4 feet apart.

RASPBERRIES AND BLACKBERRIES

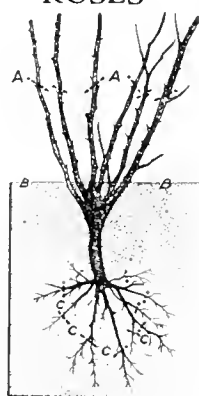


GRAPES



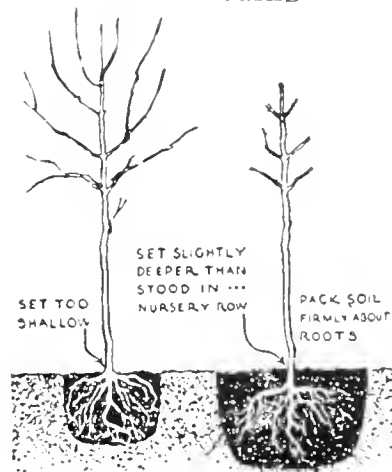
Cut tops back to 6 in. above ground

ROSES



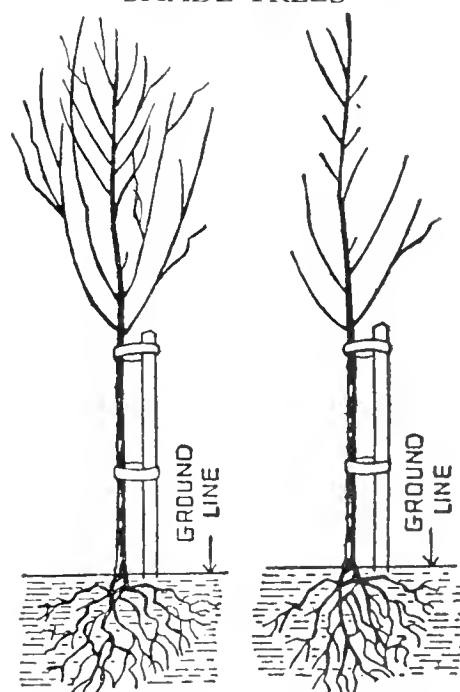
A-Branch pruning lines
B-Ground line
C-Root pruning lines

FRUIT TREES



Before pruning After pruning

SHADE TREES



Before pruning After pruning

STRAWBERRIES



Too deep Too shallow Just right
Cut 1/3 of roots off and only leave 1 or 2 leaves

NUMBER OF TREES OR PLANTS ON AN ACRE

2 feet each way.....	10,890	15 feet each way.....	194
3 feet each way.....	4,840	18 feet each way.....	135
4 feet each way.....	2,723	20 feet each way.....	110
5 feet each way.....	1,742	25 feet each way.....	70
6 feet each way.....	1,210	30 feet each way.....	48
8 feet each way.....	680	33 feet each way.....	40
10 feet each way.....	430	40 feet each way.....	28
12 feet each way.....	302		

RULE. Multiply the distance in feet between the rows by the distance the plants are apart in the rows and the product will be the number of square feet for each plant or hill; which, divided into the number of feet in an acre (43,560), will give the number of trees.

SUITABLE DISTANCES FOR PLANTING IN THE NORTHWEST

Apples, Standard	20 to 30 feet
Pears, Standard	16 to 20 feet
Pears, Dwarf	12 to 15 feet
Cherries	16 to 20 feet
Plums	16 to 18 feet
Peaches and Apricots	16 to 18 feet
Currants and Gooseberries	4 to 6 feet
Grapes	8 to 10 feet
Raspberries and Blackberries	4 to 6 feet
Strawberries	1½ by 3 to 3½ feet



Some General Information About Wisconsin's Greatest Nursery



Loading Stock Directly into Cars on Sidetracks at Our Nurseries.

OUR PACKING AND SHIPPING FACILITIES

We have the most modern buildings possessed by any nursery in the Northwest. Every tree, plant or shrub is packed under cover with wet moss or similar material, wrapped with waterproof paper and burlap, and then immediately shipped or delivered, thus insuring the minimum of exposure to the trees or plants and then prompt delivery. This is of great importance to the purchaser of nursery stock. We have experienced employees who are thoroughly trained in the handling of our class of goods. Our many years' experience in the handling of nursery products enables us to deliver stock that satisfies thousands of customers in all sections of the Northwest.

OUR GUARANTEE

We guarantee our stock to be of the best quality always, and to be delivered in good condition. We are extremely careful in seeing that all plants and trees are correctly labeled and hold ourselves responsible to replace, on proper proof, any that may prove to be untrue to label, or refund the purchase price. In the event of error on our part, of course, it is mutually agreed between the purchaser and ourselves, however, that we shall at no time be held responsible for a greater amount than the original purchase price of the stock.

INSPECTION

Our nurseries are inspected by the state entomologist twice a year, as required by law, and we hold his certificate that our stock is free from injurious insects and contagious diseases.

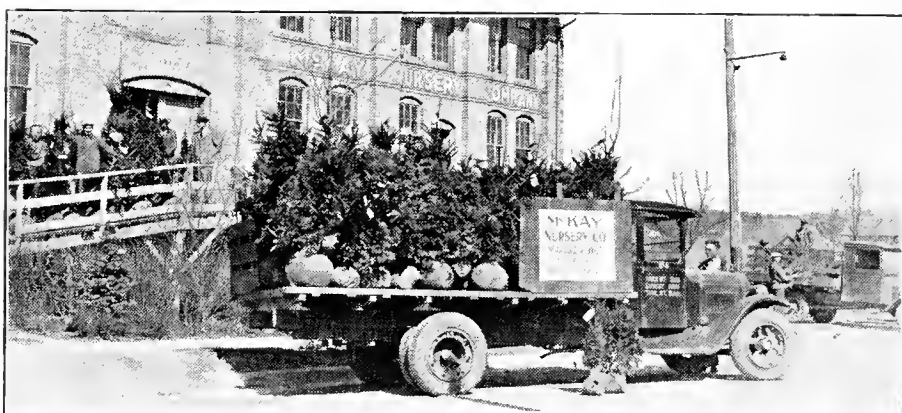
WE INVITE YOU TO VISIT US

This is a cordial invitation to study each page of this catalog carefully, to order such varieties as you may require with the assurance of receiving thorough satisfaction, and to visit the nurseries or the general offices of the McKay Nursery Company whenever it is convenient for you to do so.

OUR NURSERY

In the interests of ideal growing conditions our nurseries of more than 200 acres are located at **Waterloo, Wisconsin**, approximately twenty-four miles east of Madison, Wisconsin, sixty miles west of Milwaukee on Highway 19, and on the Chicago, Milwaukee and St. Paul Railway.

The location of our nurseries at Waterloo, Wisconsin, affords growing conditions that are ideal in developing stock particularly adapted to the climatic conditions of the Northwest. The quality of soil found there is best suited to the healthiest possible conditions of growth, producing a solid, firm texture of wood with abundant fibrous roots so essential to successful transplanting, and enables us to offer the products of our nurseries in the firm confidence that they will give lasting satisfaction.



A Truckload of Balled and Burlapped Evergreens Ready to Leave Our Nurseries.

McKAY REPRESENTATIVES—AT YOUR SERVICE

Nearly every portion of the territory served by the McKay Nursery is serviced by a McKay representative. Perhaps you know the McKay representative in your community. While a few of our men are comparatively new in the organization, others have been with us for as many as twenty years, serving the same territory and the same patrons year after year, for McKay stock, once ordered, never fails to make friends who continue to insist on the McKay stock year after year.

If you do not know who the McKay representative is in your community, it will be very much worth your while to become acquainted with him. Just drop a line to the McKay Nursery Company, and we will gladly send you his name and address, or request him to get in touch with you. There is no obligation whatever.

Each McKay Nursery representative plans on calling on all his patrons and friends at least once a year, but more often several times, as required. Securing your order is but one step in the service he renders. He is not satisfied until you are satisfied completely. After your stock is planted and growing, it is his policy to call and make certain that your McKay stock is giving you the kind of results and satisfaction that you have a right to expect.

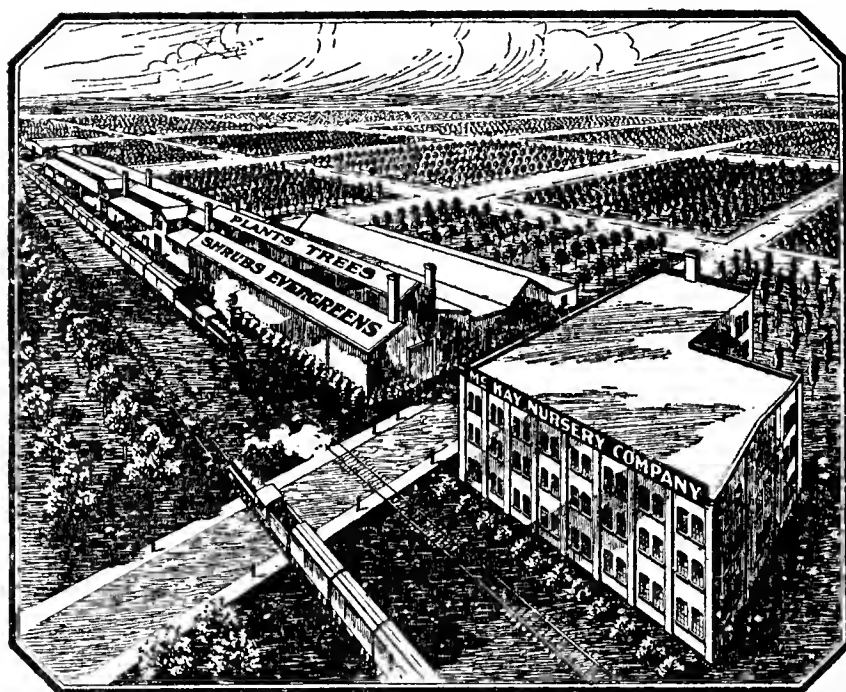
Decide now to become one of the thousands of home owners who, in their own best interests, always wait for the McKay representative to call before placing their nursery stock orders. He will advise with you helpfully, keep you informed of the latest developments in the field, and serve you faithfully, for his welfare year after year depends directly on his deserving your business friendship and on receiving your endorsement and patronage.



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